

# 3 retail media partnerships: Instacart, Roku, Albertsons, and more

Article



The [retail media](#) landscape is evolving rapidly, requiring brands, networks, and tech partners to optimize and enhance their ad solutions and capabilities. Here are three recent

announcements.

## 1. Incremental partners with Skai

**The details:** This partnership combines Incremental's [measurement](#) capabilities with Skai's machine-learning algorithms to automate bidding and budgeting of campaigns, enabling marketers to make more data-driven decisions and optimize their campaigns in real time.

**Why it matters:** [Retail media measurement can be a major challenge](#) for [marketers](#) as they launch campaigns across multiple channels and networks. Third-party partners like Incremental and Skai can help marketers prove the incremental value of retail media, paving the way for additional investment.

## 2. Instacart, Roku launch shoppable ad formats and enhanced targeting

**The details:** Shoppable ads allow Roku viewers to purchase via QR codes or text messages, while home screen ads let brands reach viewers while they're choosing what to watch. Advertisers can also layer their Roku campaigns with Instacart's first-party data to build category-based audience segments (like lapsed users or consumers who have purchased kids' products before).

**Why it matters:** There will be 98.4 million shoppable buyers in the US this year, growing 4.4% YoY to reach 37.4% of internet users, per our forecast. Shoppable media can help brands bridge the gap between discovery and purchase, combining the best of performance and brand marketing.

## 3. Albertsons integrates retail media network with rewards app Fetch

**The details:** Fetch rounds out Albertsons Media Collective's portfolio of on- and off-site ad solutions, giving brands more ways to connect with consumers while browsing and buying.

**Why it matters:** Amid increasing competition, [retail media networks](#) seek new ways to boost value for advertisers and consumers. Rewards apps like Fetch can help brands reward customer [loyalty](#) without adjusting pricing or promotion strategies while providing customer data for accurate campaign targeting or personalization.

*This was originally featured in the Retail Media Weekly newsletter. For more marketing insights, statistics, and trends, subscribe [here](#).*