

# Takeaways from Shoptalk 2022, Instacart Platform arrives, and the outlook for Peloton

Audio

Learn what the main takeaways from Shoptalk 2022 were this year. "In Other News," we discuss the most important thing to note about Instacart Platform and what to make of

Peloton's outlook. Tune in to the discussion with our analysts Suzy Davidkhanian and Andrew Lipsman.

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**Importance of Select Attributes When Deciding Which Retail Media Networks to Use for Advertising According to US Consumer Goods Advertisers, Nov 2021**

scale of 1-5

1. Traffic scale (reaching a large enough audience)	4.35
2. Traffic quality (reaching the right audience)	4.32
3. Audience targeting capabilities (audience attributes/segmentation)	4.28
4. Advertising relevance	4.27
5. First-party consumer insights data (audience, advertising, category and shopper insights to inform marketing tactics and strategy)	4.24
6. Access to in-store/omnichannel purchase data	4.24
7. Return on ad spend (ROAS)	4.23
8. Reporting metrics and key performance indicators (KPIs) (including breadth/depth of measurements, customizable dashboards, ease of monitoring, etc.)	4.22
9. Platform ease of use (e.g., self-serve capability, etc.)	4.15
10. Closed-loop sales attribution	4.06
11. Variety of available ad formats (e.g., sponsored products, display, video connected TV (CTV), in-store media)	3.98
12. Advertising load (number of ad impressions consumers are exposed to per page or search result)	3.90
13. Off-site targeting capability (via third-party publishers)	3.81

Note: respondents were asked to rate 13 different attributes on a 5-point scale according to their importance in deciding which retail media networks to use for advertising, with 5="extremely important"

Source: Insider Intelligence, "Retail Media Networks Perception Benchmark 2022," March 2022

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InsiderIntelligence.com

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