

# Cost, lack of verification among the many retail media challenges

Article



## Challenges Brands and Advertisers in Select Countries\* Face When Using Retail Media Networks, August 2023

% of respondents

High costs	30%
Lack of quality verification by third parties	30%
Limitations of on-site ad space	30%
Limited activation options	30%
Lack of industry standards (formats, tracking, metrics, etc.)	27%
Managing multiple retail media networks (RMNs)	27%
Limited reporting on retailer's first-party data	26%
Measurement and attribution difficulties	22%

Note: \*France, Germany, the UK and the US

Source: DoubleVerify, "The Rise of Retail Media: What to Expect in 2024," Dec 7, 2023

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**Key stat:** Cost, lack of third-party verification, limited on-site ad space, and limited activation options are some of the top challenges brands and advertisers in the US, France, Germany, and the UK face when using **retail media networks** (RMNs), according to an August 2023 DoubleVerify study.

### Beyond the chart:

- We forecast omnichannel retail media ad spend will grow 28.6% this year to reach nearly \$60 billion.
- But this growth could be hindered by the number of hurdles brands face when implementing their retail media strategies.
- Retailers can create more value for advertisers by offering new and innovative ad formats, sharing more data with them, and providing more activation support.
- Retailers will also need to forge partnerships, like Walmart Connect's partnership with NBCUniversal, to stay competitive, as noted in our "**Retail Trends to Watch in 2024**" report.

### Use this chart:

- Understand the barriers to advertiser/brand investment in RMNs.
- Identify the pain points RMNs must address.

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*Methodology: Data is from the December 2023 DoubleVerify report titled "The Rise of Retail Media: What to Expect in 2024." 401 ad and marketing executives in France, Germany, the UK, and the US were surveyed during August 2023. Of the respondents, 55% worked for brands, 37% agencies, and 8% consultants.*