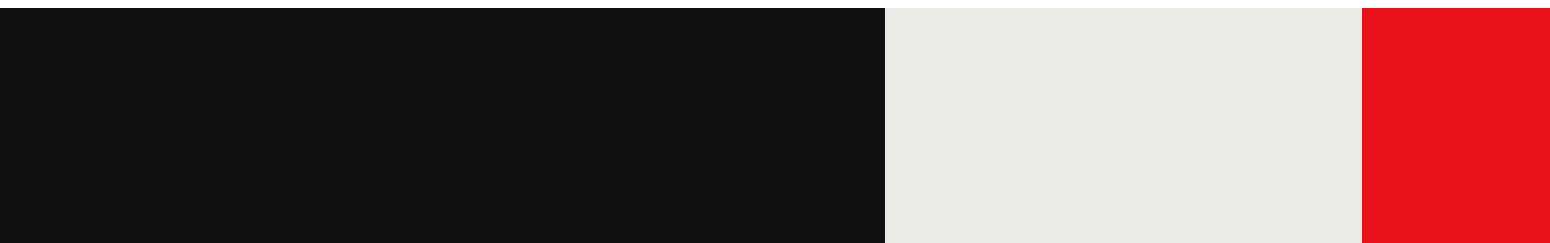



# Intermediaries get creative, go off-site and in-house

Article



Intermediaries like Instacart and DoorDash have a unique place in [retail media](#). With consumers buying goods from major retailers through their platforms, intermediaries have engaged audiences and valuable first-party data. Here are three recent intermediary moves that caught our eye, and what they mean about broader retail media trends.

## 1. Instacart introduces new ad format

[Instacart's new ad units "spark out-of-aisle inspiration,"](#) per the company, by featuring:

- **Recipes**, which allow brands to feature products alongside complementary items, such as a sponsored recipe for chicken pot pie featuring a pastry dough brand
- **Occasions**, which allow brands to curate collections for events like birthday parties or barbecues
- **Bundles**, which compile similar items, like laundry detergent and dryer sheets

**Why marketers care:** Instacart's moves show how retail media advertising is getting more creative. Brands need to be thoughtful about how they advertise on [retail media networks](#) and give consumers a reason to click, rather than hoping generic sponsored search results will work.

## 2. DoorDash partners with Symbiosis for off-site ads

The partnership allows brands to leverage DoorDash's first-party data on third-party sites, giving advertisers a broader reach.

**Why marketers care:** In 2025, one in five retail media dollars spent (20.1%) in the US will go to off-site advertising, per our forecast.

## 3. Gopuff brings retail media operations in-house

Gopuff was working with Publicis Groupe's CitrusAd, but now will run its retail media network through its own custom tools. The move allows for audience [targeting](#) based on campaign objectives and bid automation, as well as a simplified interface for advertisers.

**Why marketers care:** In-house retail media operations have a lot of advantages over working with third parties, but they also require ad buyers and operations professionals to learn a new system, which could make serving ads with Gopuff more complex for brands advertising across multiple retail media networks.

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