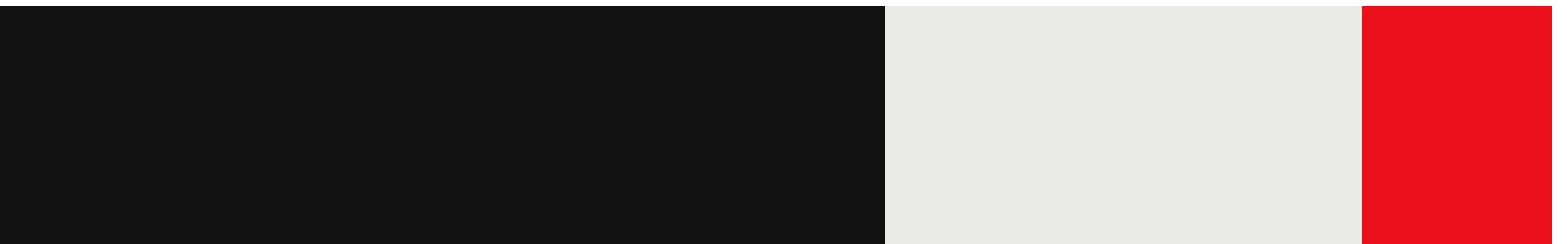




Creative services are a top retail media priority

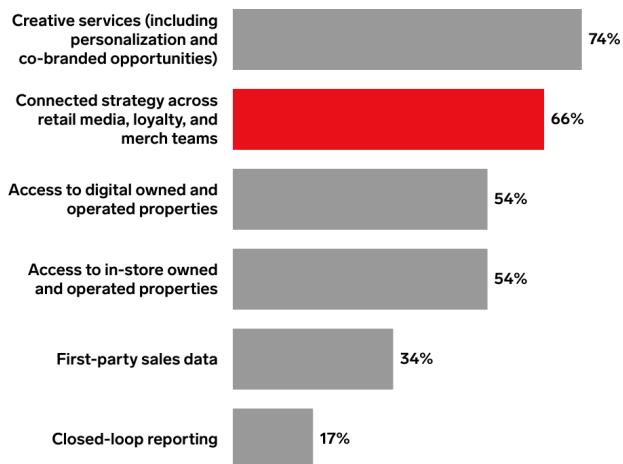
Article



Retail Media Ad Buyers Want a More Cohesive Strategy From Their Retail Partners

% of US sell-side retail media decision-makers,
Aug 2024

Q: What are the three most important services/solutions that retail media networks offer?



Note: top 3 responses

Source: Dentsu, "2025 Retail Media Industry Report," Feb 26, 2025

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Key stat: Nearly three-quarters (74%) of US sell-side **retail media** decision-makers rank creative services as one of the most important services/solutions that **retail media networks** (RMNs) offer, according to Dentsu's 2025 Retail Media Industry report.

Beyond the chart:

- However, 34% of brands say their biggest creative challenge with RMNs is the amount of time it takes to get from securing an ad placement to getting creative into the market, per the report.
- To help **advertisers** speed up the creative process, two-thirds (66%) of RMNs offer self-service tools that help support creative production or development.

Use this chart: RMNs should prioritize investments in creative capabilities and strategies to strengthen internal collaboration between teams. Brands and media planners can use this chart to evaluate RMNs.

Methodology: Data is from the February 2025 Dentsu "2025 Retail Media Industry Report." 100 US executive, senior, and mid-level retail media decision-makers were surveyed during August 2024.

