

Pacvue wants to solve retail media's fragmentation problem

Article

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The news: Adtech company **Pacvue** is expanding beyond retail media into additional ecommerce tools to assist brands in determining optimal product pricing, inventory management, and problem resolution, **per** Insider.

- To do so, the company is merging with **Helium 10**, which, like Pacvue, is owned by ecommerce software and data platform **Assembly**.

Zoom in: As demand for retail media has grown, spurred by retailers looking for additional revenue streams and marketers searching for alternatives to cookie-led advertising, so too has the number of retail media tools available on the market.

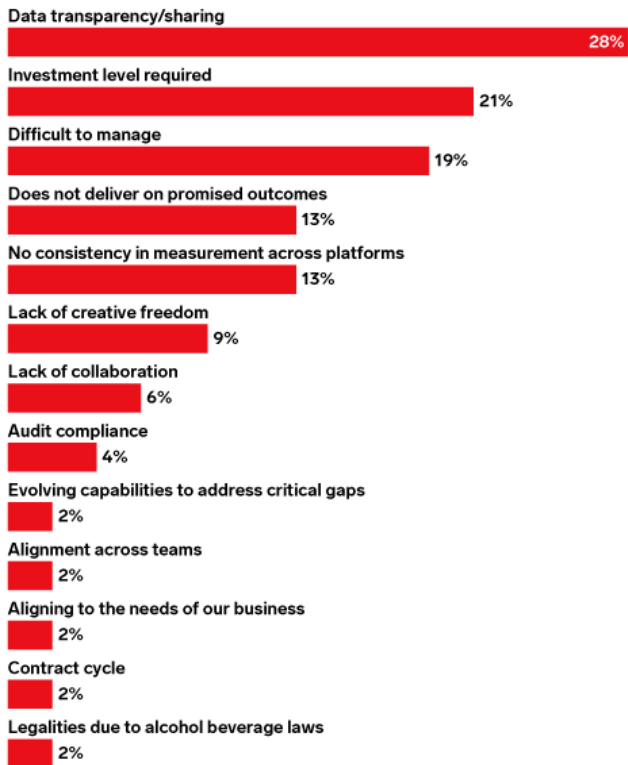
- Pacvue already works with several major retailers, including **Kroger**, **Sam's Club**, and **DoorDash**, and handles over \$150 million in gross merchandise value. But its new strategy speaks to both the level of competition from players like **The Trade Desk** and **Publicis Groupe's CitrusAd**, as well as the need for a streamlined approach to retail media and ecommerce.
- The fragmentation in the marketplace has made it difficult for advertisers to gauge how their retail media investments are performing, especially given different reporting standards between networks and varying levels of sophistication.

The big takeaway: Without a clear industry standard to compare retail media network results, the onus is on retailers themselves to offer up more sophisticated tools to improve campaign performance, targeting abilities, and ensure accurate measurement. If not, they risk losing out further to **Amazon**, whose head start in the space has enabled it to command 76.8% of **US retail media digital ad spend**.

Go further: *For more on what marketers need to know about retail media, check out our [Retail Media Explainer](#).*

Challenges in Working With Retail Media Networks According to Marketing Executives in North America, Nov 2022

% of respondents



Source: Path to Purchase Institute, "Trends 2023: Retailer Media Networks Ratings and Challenges," Feb 1, 2023

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