

Lowe's taps Yahoo as latest retail media network partner

Article

The news: Lowe's is partnering with Yahoo to give advertisers on its One Roof Media Network access to more inventory, including off-site media placements, and improve omnichannel experiences, per a press release.

- The move integrates Yahoo's DSP and ConnectID identity solution with the retailer's ad platform.

- Advertisers on Lowe's network will now be able to purchase digital out-of-home (DOOH) ads and other third-party inventory via Yahoo Member Connect.

The evolution of retail media: While retail media networks have been a popular tactic for companies looking for an additional revenue source, the advertising experience has often left much to be desired. Prior to Lowe's partnership with Yahoo, marketers were limited to placements on the retailer's owned and operated channels, reducing their reach and ability to connect with shoppers at multiple points during their shopping journey.

- Walmart's [Q2 retail media network enhancements](#) caused **return on ad spend (ROAS) to increase 82.95% year-over-year (YoY)**. Costs per click (CPCs) fell 23.08% compared with the previous quarter.
- The updates to One Roof Media Network should also improve results for Lowe's brand partners, who can now deliver personalized omnichannel experiences and more accurately measure campaign results and attribution.

An uneven playing field: Retail media spend will grow 31.4% this year to \$40.81 billion, per our latest [Retail Media Ad Spending Forecast](#). But it's been an uphill battle for any retailer not named **Amazon** to attract advertisers to their platform.

Partnering with Yahoo is a quick way for Lowe's to improve ROAS and lower CPCs, but more enhancements will be needed if it hopes to match the sophistication and reach of other retail media networks.

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 spending (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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