

Saks relies on luxury to differentiate retail media push

Article

The news: Saks threw its hat into the retail media ring.

The ecommerce retailer launched **Saks Media Network**, which it says will give brands more opportunities to connect with luxury shoppers.

- **Chanel Beauty, Romy Brook, Dolce & Gabbana, and David Yurman** are among the luxury brands testing sponsored placements on the retailer’s site, per Women’s Wear Daily.

How it works: Advertisers using Saks Media Network can take advantage of the retailer’s trove of first-party customer data and the more than 345 million site visits it receives annually.

- For now, the only ad formats available are sponsored product ads and on-site display banners.
- Brands can work with Saks’ in-house media team to develop customized strategies that help them cultivate deeper ties with the retailer’s network of affluent spenders.

The big takeaway: While Saks is a relatively late entrant to the retail media space, its access to luxury shoppers gives it a unique advantage—especially as softening demand for designer goods forces brands (and department stores) to find new ways to drive sales.

- The additional revenue stream could also help Saks relieve some of its cash-flow issues. The retailer has been struggling to pay vendors on time for several months, causing several to suspend shipments to the company. The lack of ready cash is also a sticking point in its negotiations to [acquire Neiman Marcus](#).
- But it faces competition from **Nordstrom** and **Macy’s**, both of which are leaning into retail media as an antidote to sluggish sales.

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US Display and Search Ad Spending, 2024
billions, % change, and % of total digital ad spending

	Ad spending	% change	% of total digital ad spending
Display	\$171.85	14.1%	56.8%
—Social network display	\$86.75	16.0%	28.7%
—Connected TV (CTV) display	\$28.75	18.8%	9.5%
—Retail media display	\$20.62	40.3%	6.8%
Search	\$124.59	11.1%	41.2%
—Traditional search	\$90.73	8.6%	30.0%
—Retail media search	\$33.86	18.6%	11.2%

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned; display ad spending includes banners, rich media, sponsorships, video, and ads such as Facebook’s News Feed Ads and X’s Promoted Posts; search ad spending includes contextual text links, paid inclusion, paid listings, and SEO
Source: EMARKETER Forecast, March 2023

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