

# Reimagining Retail: Retail media executive intrigue and the top 4 retail media trends for 2022

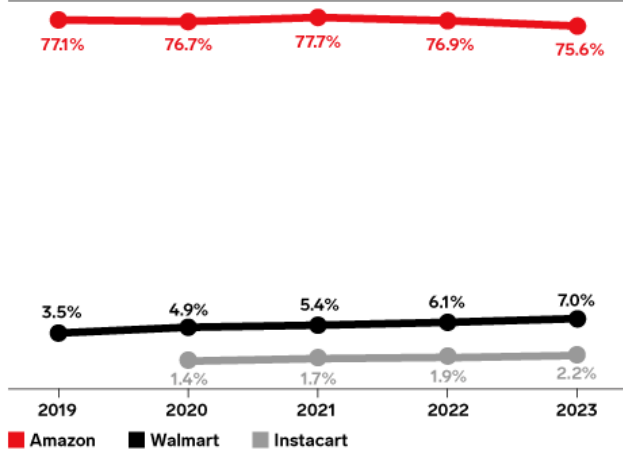
Audio

On this episode of our new Behind the Numbers show, Reimagining Retail, our analyst Andrew Lipsman hosts Russ Dieringer, founder of Stratably, to discuss intrigue in the executive ranks

at key retail media platforms Amazon, Walmart, and Instacart. They also rank their top four retail media trends for 2022.

### US Digital Retail Media Net Ad Revenue Share, by Company, 2019-2023

% of digital retail media ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites  
Source: eMarketer, Oct 2021

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