Arielle Feger

Instacart, Giant Eagle add tools to help advertisers improve targeting

Article

Retail media networks are rolling out more advanced targeting capabilities as advertisers seek to more accurately and effectively reach their audiences. Here are two recent examples.

1. Instacart partnered with The Trade Desk to equip advertisers with Instacart purchase data to better target their programmatic campaigns.

The data can be used to build category-based audience segments, including:

- Consumers who have bought a specific category, but not brand
- Consumers who have bought a specific brand
- Lapsed brand purchasers
- Consumers who have never purchased a specific brand

2. Giant Eagle integrated Chicory's Contextual Recipe Targeting solution into its retail media network, Leap Media Group, which lets advertisers target consumers without relying on cookies or other digital identifiers.

The solution helps brands reach shoppers as they're looking for meal inspiration, when they're most receptive to trying new products and brands, per Chicory.

In addition, Leap Media Group is providing Chicory clients with additional insights that can help them optimize their campaigns and achieve closed-loop measurement.

Why it matters: To continue growing their retail media networks, retailers will need to provide advertisers with tools to help them plan, optimize, and measure their campaign performance. The more that brands can prove the effectiveness of retail media, the more they are likely to invest in the channel.