

Kroger, Sam's Club, and Best Buy expand their retail media networks

Article

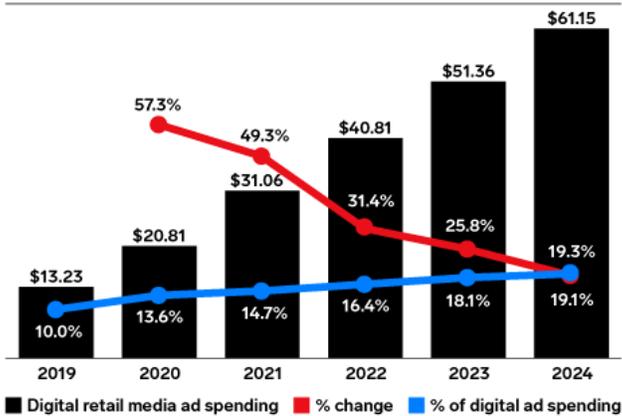
The opportunity: Several retailers have recently bolstered their **US digital retail media networks** to capitalize on a rapidly growing channel that we **expect** will reach **\$40.81 billion this year**. That's more than triple its pre-pandemic total.

- **Kroger's** retail media business, **Kroger Precision Marketing**, now enables advertisers to access audience intelligence via sales data, as well as to customize video and connected TV

inventory in a centralized marketplace, per Marketing Dive.

- **Sam's Club** partnered with ecommerce advertising solution **Pacvue** to provide brands access to search and sponsored product ads.
- **Best Buy** is expanding its [retail media network](#) to run ads on third-party websites.

US Digital Retail Media Ad Spending, 2019-2024
billions, % change, and % of digital ad spending



Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce or is bought through a retailer's media network or demand-side platform (DSP); examples of websites or apps primarily engaged in retail ecommerce include Amazon, Walmart, and eBay; examples of retail media networks include Amazon's DSP and Etsy's Offsite Ads; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps
Source: eMarketer, March 2022

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The challenge: There are a growing number of retailers competing for a finite number of advertising dollars.

- Even so, retail media networks are incredibly attractive because of the first-party relationships that retailers have with their customers. Those connections are highly valuable as [third-party cookies](#) and other data sources shut down.
- By expanding their offerings, retail media networks can see which products drive shoppers to buy.

The big takeaway: Amazon dominates the retail media network domain, which isn't surprising given its deep roots in the space and its massive reach as a retailer. Competing with Amazon, as well as the ever-growing number of retail media networks, requires retailers to innovate.

- For example, **Walmart** earlier this year added video and in-store ad formats, which enable advertisers to reach consumers in different ways.

Go Further: [Read our Retail Media Ad Spending Forecast here.](#)

*This article originally appeared in Insider Intelligence's **Retail & Ecommerce and Marketing & Advertising Briefings**—a daily recap of top stories reshaping the retail and marketing industries. Subscribe to have more hard-hitting takeaways delivered to your inbox daily.*

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