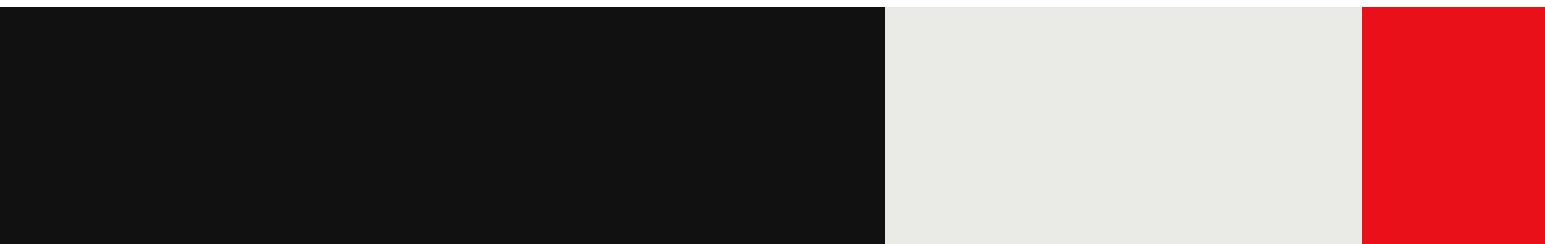


# Around the World with ... Retail media networks

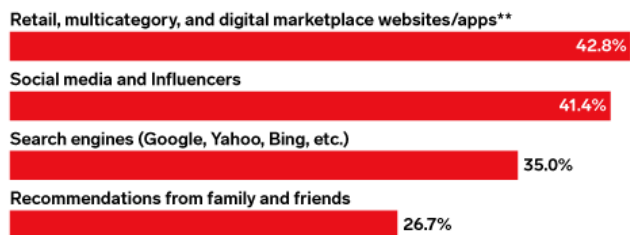
Audio



How are various players around the world getting in on the latest digital advertising bandwagon of retail media? Join our analyst Bill Fisher as he hosts analysts Peter Newman, Matteo Ceurvels, and Paul Briggs.

## Sources Used by Smartphone Users in Latin America\* to Research a Product They Would Like to Purchase Digitally, Jan 2022

% of respondents



Note: n=3,450; \*includes Argentina, Bolivia, Brazil, Chile, Colombia, Dominican Republic, Ecuador, Mexico, and Peru; \*\*includes a retailer's or brand's website or app as well as multcategory websites and digital marketplaces like Mercado Libre, Amazon, Americanas, Falabella, Linio, etc.

Source: Livepanel, "Digital Shoppers in Latin America: Retail Media Flash Survey"; Insider Intelligence calculations, Feb 1, 2022

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