

# Reimagining Retail: How retail data helps inform campaigns

Audio

On today's podcast episode, in our "Retail Me This, Retail Me That" segment, we discuss how purchase data can inform campaigns, the importance of real-time information, and what retail media networks are missing. Then, for "Pop-Up Rankings," we rank the most exciting retail media tech advances happening right now. Join our analyst Sara Lebow as she hosts analyst Arielle Feger and Damian Garbaccio, chief business and marketing officer at Affinity Solutions.

Subscribe to the “Behind the Numbers: Reimagining Retail” podcast on [Apple Podcasts](#), [Spotify](#), [Pandora](#), [Stitcher](#), [YouTube](#), Podbean, or wherever you listen to podcasts. [Follow us on Instagram.](#)



## Episode Transcript: