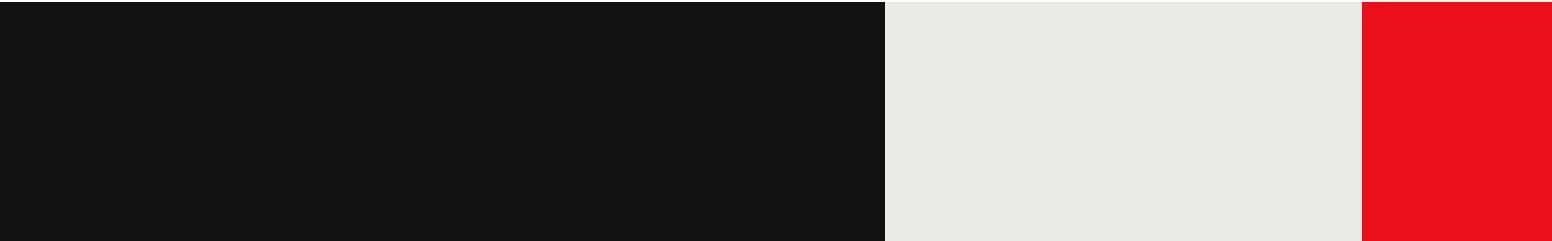


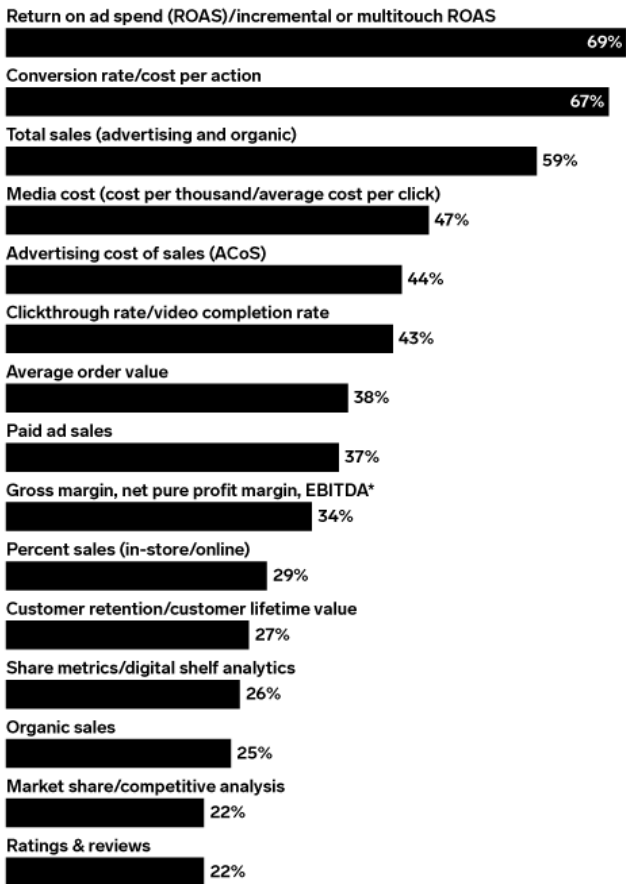
# Most advertisers measure retail media success through performance metrics

Article



## Ways in Which US Agency/Marketing Decision-Makers Measure Success of Retail Media Campaigns, July 2024

% of respondents



Note: n=153; top 15 responses only; \*earnings before interest, taxes, depreciation, and amortization  
Source: Quintile, "Retail Media Pulse: Insights and Outlook" conducted by NewtonX, Sep 11, 2024

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**Key stat:** 69% of US agency and marketing decision-makers measure the success of retail media campaigns through return on ad spend (ROAS) or incremental ROAS, according to July 2024 data by Quintile and NewtonX.

### Beyond the chart:

- 68% of US agency and marketing decision-makers say a higher ROI compared with other ad channels would drive bigger retail media investments in the future, the same Quintile and NewtonX study found.
- US retail media ad spend will grow 26.0% this year, reaching \$54.48 billion, per our March 2024 forecast.

**Use this chart:** Retail media advertisers can use this chart to inform their KPIs and define success.

**Related EMARKETER reports:**

- [\*The Retail Media Opportunity\*](#) (Subscription required)
- [\*Path to Purchase 2024\*](#) (Subscription required)

*Note: Data was provided to EMARKETER by Quartile.*

*Methodology: Data is from the September 2024 Quartile report titled "Retail Media Pulse: Insights and Outlook" conducted by NewtonX. 153 US marketing and agency decision-makers were surveyed online by NewtonX during July 8-25, 2024. 70% of respondents worked for companies with annual revenues of \$10 million+. The respondents included agency decision-makers (n=55), marketing decision-makers (n=56), and brand owners (n=42). Quartile is a retail media optimization company.*