

Lowe's gives its retail media network a remodel

Article

The news: Lowe's is remodeling its Lowe's One Roof Media Network, which initially launched in October 2021.

- It simplified the name to Lowe's Media Network and gave it a fresh logo.
- It shared its blueprint to extend its reach via expanded placements on the Lowe's app, alongside four new channels launching this year: email, in-store audio, paid search, and direct mail for install services.

The rationale: Lowe's is making a play for retail media ad dollars at a critical moment in the channel's trajectory; **we expect retail media ad spending will surpass linear TV ad spending next year** and exceed all of traditional media ad spending combined in 2026.

Lowe's pitch is that it can help brands "reach the right audiences in a localized, relevant, and personalized way," said **John Storms**, general manager and head of Lowe's Media Network, in a statement. "That includes finding new and different ways to get our brands in front of customers, whether they're looking for inspiration or ready to make a purchase."

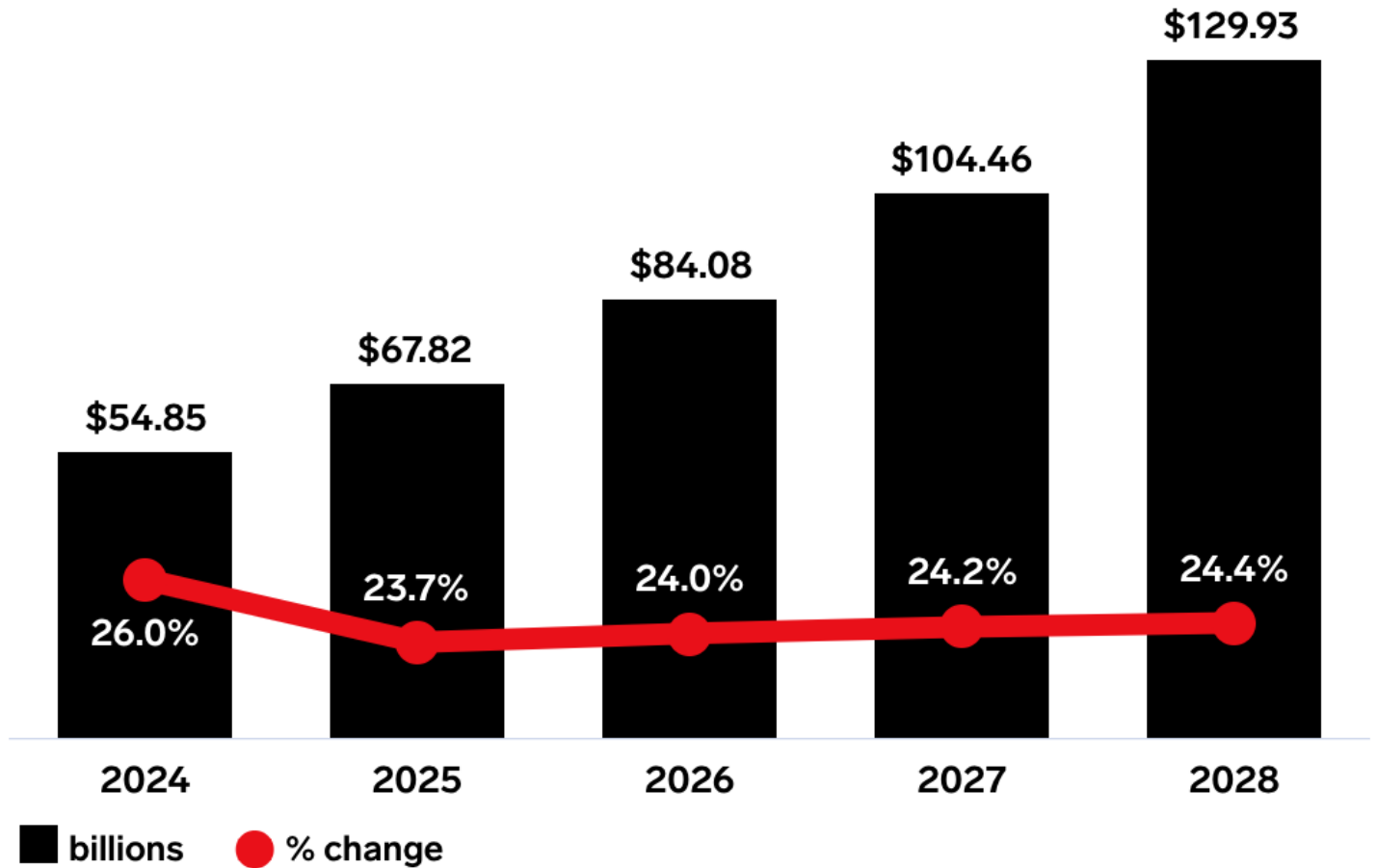
- That drove the retailer to expand its retail media channels to ensure it can serve a diverse array of business goals that include raising awareness, launching a new product, driving traffic, and boosting sales.
- It did so by expanding its portfolio of omnichannel advertising solutions and services: onsite native display and sponsored product ads on Lowes.com and the Lowe's app; omnichannel programmatic activations across display, video, connected TV, streaming audio and podcasts, and digital out-of-home with **Yahoo DSP**; offsite advertising placements including email, paid search, and social media with partners like **Google, Meta, and Pinterest**; and audio advertising in Lowe's stores.

The big takeaway: While **Amazon** is the clear 800-pound gorilla in the retail media universe, there's plenty of opportunity for other players like Lowe's to grab a piece of an ever-growing pie if they can help advertisers reach a unique consumer segment.

Go further: Read our [Retail Media Ad Spending Forecast H1 2024](#) report.

Omnichannel Retail Media Ad Spending

US, 2024-2028



Note: digital advertising that appears on a retailer's on-premise signage, either in-store or in the immediately adjacent exterior (e.g., parking lot), 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)

Source: EMARKETER Forecast, March 2024