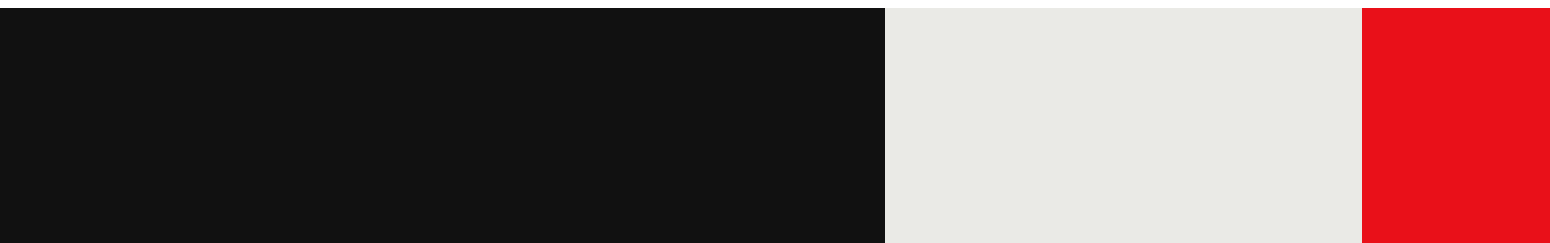



# How is commerce media different from retail media?

Article



**Commerce media is knit together by the use of first-party commerce data to power targeted advertising.** But beyond that foundation, the strengths, use cases, and challenges can vary depending on the vertical. Key differences include:

- **Depth and breadth of purchase data.** Retailers and commerce intermediaries are most likely to have access to granular, SKU-level data, which can unlock precise targeting capabilities—and attract the budgets of consumer packaged goods (CPG) brands that make up a significant share of digital ad spend. On the other hand, financial media networks (FMNs) are less likely to have access to SKU- or brand-level data but can tout their holistic view into consumers' cross-merchant purchase behavior. There is another benefit: visibility into information like mortgages and loans, casting a wider net for potential advertisers.
- **Closed-loop attribution capabilities.** Companies that directly facilitate transactions can offer endemic advertisers closed-loop attribution, painting a clear picture of an ad's impact on conversion. New verticals entering the commerce media space include companies that do not directly sell the products they are advertising, which creates a more complex path for measuring campaign performance.
- **Many companies that are launching media networks aren't building digital advertising businesses from scratch.** For many new players in commerce media, launching a media network is not their first foray into advertising. Instead, these companies are revamping existing advertising solutions by incorporating first-party purchase data, enabling more relevant targeted ads, and using that data for both on- and off-site advertising.

**Not All Commerce Media Networks Are Created Equal**  
*key differences in commerce media networks data and audience insights*

	First-party commerce data	SKU/brand level data	Cross-merchant data	Closed-loop attribution	Audience in shopping mindset
Commerce intermediaries (e.g., Instacart, Uber/Uber Eats, DoorDash)	Always available	Always available	Always available	Always available	Always available
Retail media networks (e.g., Walmart Connect, Amazon Ads)	Always available	Always available	Never available	Always available	Always available
Financial media networks (e.g., Chase Media Solutions, PayPal Media Network)	Always available	Sometimes available	Always available	Sometimes available	Sometimes available
Travel media networks (e.g., Expedia Media Solutions)	Always available	Sometimes available	Sometimes available	Sometimes available	Always available

■ Always available
 ■ Sometimes available
 ■ Never available

Source: EMARKETER, July 2024

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Report by Sarah Marzano Aug 08, 2024

## Commerce Media Explainer 2024



Read the full report, [Commerce Media Explainer 2024](#).