

# Walmart leads RMNs in impressions—if you don't count Amazon

Article

**The insight:** Walmart Connect led the retail media pack in impressions in Q1, according to Sensor Tower's [Q1 2024 Digital Market Index](#).

**By the numbers:** Walmart generated the most overall impressions at 11 billion, considerably outpacing its closest competitor—**Target**—which delivered fewer than 7 billion in the quarter.

- Walmart also led when it came to onsite impressions, a sign that its moves to grow its marketplace and expand access for [non-endemic advertisers](#) are paying significant dividends for its ad business.
- Despite the retailer's resounding lead, **over 10 companies surpassed the 1 billion impressions mark**—including specialized players like **Ulta, Chewy, and Home Depot**—showcasing the scale that these networks can offer to brands, as well as the opportunity to attract advertisers outside their respective niches.

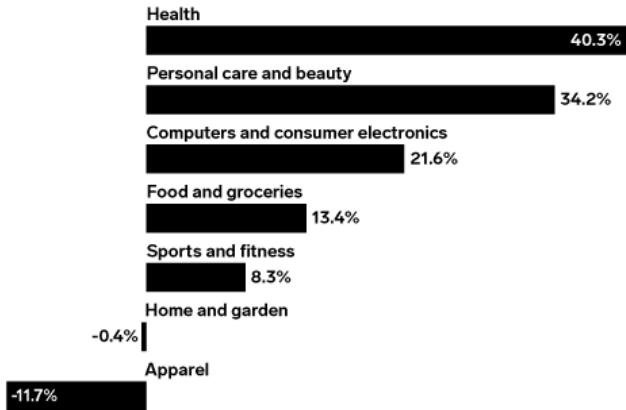
**An important caveat:** Sensor Tower's report excludes **Amazon**, which per our forecast **will account for 77% of retail media spending this year**. Amazon made several moves of late to consolidate its dominant position, including bringing ads to **Prime Video** and launching its own [cookieless solution](#).

- Like Walmart, [Home Depot](#), and a growing assortment of RMNs, Amazon is targeting non-endemic advertisers to capture a larger slice of the ad market.
- The retailer is beta-testing Sponsored Display lead generation ads for businesses that don't currently sell on its marketplace, enabling them to capture shopper intent across Amazon's store as well as thousands of apps and websites.
- Such initiatives will help Amazon grow [ad revenues](#) by 24.7% this year to \$41.95 billion.

**Go further:** Read our latest [Retail Media Ad Spending Forecast](#) and [Non-Endemic Advertising Explainer](#) reports, and check out the rest of our [retail media coverage](#).

## Industry KPIs: US Retail Media Ad Impression Growth, by Industry, Q1 2024

% change vs. same period of prior year



Note: retail media ad impression growth is the percentage change in the amount of times an ad for a product directly on a retailer's website is displayed to the user's interface; an ad impression is counted whether or not a user engages with the displayed ad  
Source: Skai, March 31, 2024

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