

# Albertsons integrates retail media with connected tv advertising

Article

**The news:** Albertsons Media Collective launched **Collective TV**, a platform that combines retail media and connected TV (CTV) advertising capabilities.

- The offering aims to simplify CTV campaign execution by integrating various ad-serving capabilities, measurement solutions, and Albertsons' shopper data into a single platform.

- Collective TV offers three service channels: Premium Offering, DIY CTV, and Collective Syndication, all catering to different advertiser and publisher needs.
- Advertisers can also create shoppable **YouTube** video ads through Collective TV's integration with **Google's Display & Video 360** platform. The introduction of shoppable ads on YouTube demonstrates a push toward more interactive and conversion-minded advertising experiences.

**Zoom out:** Our forecast calls for US retail media CTV ad spending to increase 86.6% in 2024, with annual growth of over 25% through 2028. By 2027, one in 5 CTV ad dollars will be allocated to retail media.

- Retail media networks are expanding their ad formats to include CTV, integrating upper-funnel branding efforts with lower-funnel performance campaigns. This shift allows marketers to reach audiences across different stages of the purchasing journey, enhancing brand awareness and direct sales.
- Significant partnerships, acquisitions (think Walmart-Vizio), and **Amazon Prime Video's introduction of ads** are contributing to the rapid growth and integration of retail media within the CTV ecosystem.

**Why it matters:** This move positions Albertsons as a significant player in the rapidly growing US CTV ad market, which we forecast to reach \$28.75 billion this year (and \$44.32 billion by 2028).

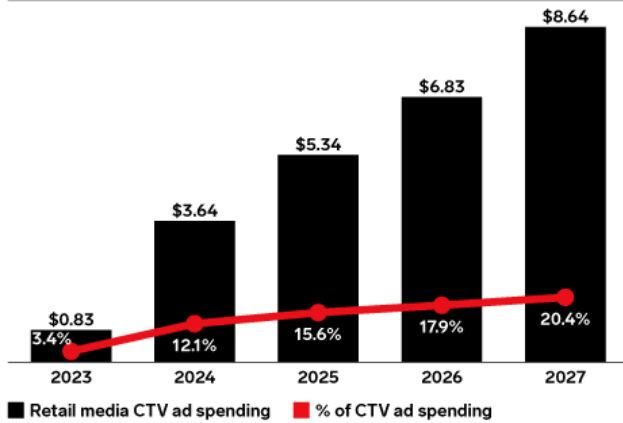
- Partnerships with major ad-tech companies like Google, **The Trade Desk**, and **LiveRamp** strengthen Albertsons' offering and expand its reach in advertising.
- By combining retail media with CTV advertising, Albertsons is creating fresh opportunities for brands to reach consumers across multiple touchpoints and harness valuable first-party data.

**Our take:** The deprecation of third-party cookies is driving CTV platforms to rely heavily on retail media's first-party data for effective ad targeting and measurement. Retail media data enables CTV advertisers to achieve closed-loop measurement by tracking consumer actions post-ad exposure.

Albertsons' emphasis on measurement, optimization, and closed-loop reporting addresses advertisers' growing demand for more accountable and data-driven marketing solutions.

## US Retail Media Connected TV (CTV) Ad Spending, 2023-2027

billions and % of CTV ad spending



Note: digital advertising that 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); examples of websites or apps primarily engaged in retail ecommerce include Amazon, Walmart, and eBay; examples of retail media networks include Amazon's DSP and Etsy's Offsite Ads; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps  
Source: Insider Intelligence | eMarketer Forecast, Oct 2023

284295

Insider Intelligence | eMarketer