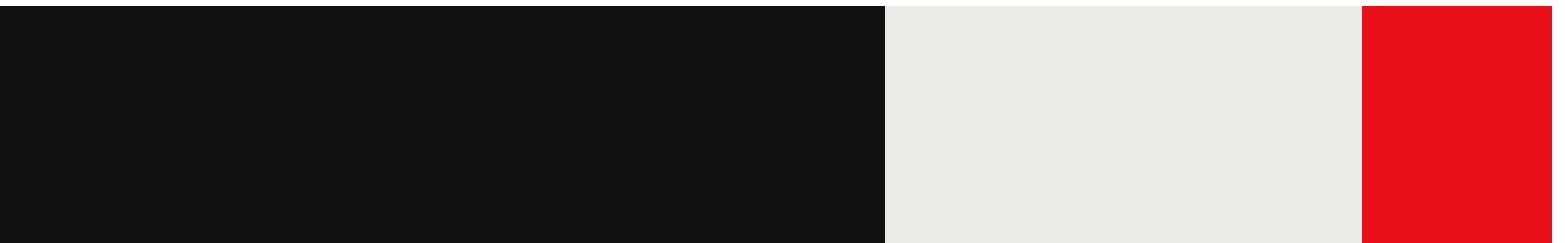


Most advertisers are interested in commerce media outside of retail

Article



Most Advertisers Are Interested in Commerce Media Offerings From Verticals Outside of Retail

% of retail media professionals worldwide, Q4 2023

Would like to see retail media-like offerings from verticals beyond retail*



Note: n=365; *e.g., airlines, hotels, and financial services

Source: Criteo, "The Great DeFrag: How commerce media will unite advertising in 2024," Dec 19, 2023

286665

EM | EMARKETER

Key stat: 58% of brands and 51% of agencies would like to see [retail media-like](#) offerings from verticals beyond [retail](#), according to Q4 2023 data from Criteo.

Beyond the chart:

- Commerce media offerings from nonretailers like airlines, hotels, and financial service institutions are popping up as those industries look to make use of their rich first-party data.
- Many of these companies already have ad solutions but are building them out by incorporating first-party purchase data, enabling more relevant [targeted ads](#), and using that data for both on- and off-site advertising, as noted in our [Commerce Media Explainer 2024](#) report.
- But nonretailers will have an uphill battle in reaching audiences as big as the ones retailers can and in keeping consumers from growing fatigued with ad overload. More people visit retailer sites, per Comscore data, and they may be less receptive to ads on sites where they don't usually see them.

Use this chart:

- Highlight expansion opportunities for commerce media.
- Argue for the development of partnerships with commerce media networks.

More like this:

- [4 predictions for the future of commerce media networks](#)
- [Commerce media, financial media, retail media: What are the differences?](#)
- [ATMs could be an untapped goldmine for retail and commerce media](#)

- **3 industries poised for retail and commerce media network growth**

Methodology: Data is from the December 2023 Criteo report titled "The Great DeFrag: How commerce media will unite advertising in 2024." 1,004 retail media professionals worldwide in 9 countries were surveyed during Q4 2023. Respondents were a mix of agencies (12%), brands (28%), publishers (12%), and retailers (46%).