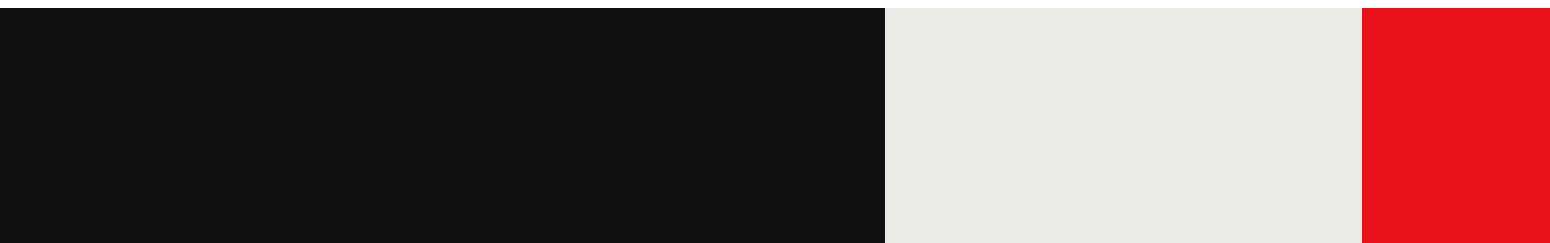



5 charts on what marketers want from retail media partners

Article



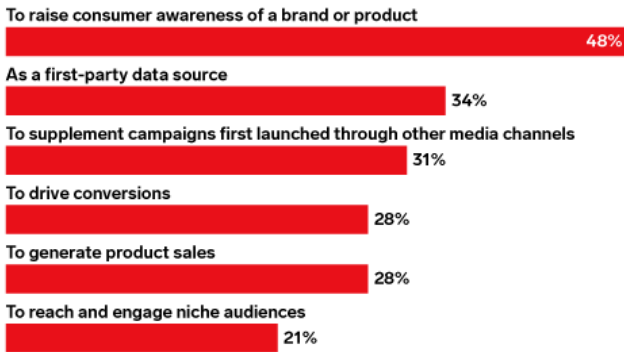
Marketers are interested in exploring upper-funnel tactics while continuing to invest in lower-funnel strategies, requiring [retail media networks](#) (RMNs) to provide a combination of [ad](#) formats for a [full-funnel](#) effect. In addition, marketers want access to high-quality data for better targeting and personalization, and look to RMNs for enhanced [measurement](#) and optimization techniques.

Here are five charts on what marketers expect from RMNs.

1. Marketers are exploring upper-funnel use cases for retail media

Reasons Agency Professional Worldwide Say That Their Agency Is Currently Advising Clients to Invest in Retail Media, Aug 2024

% of respondents



Note: top 2 responses

Source: Digiday+ Research, "Digiday Media Agency Report 2024," Oct 9, 2024

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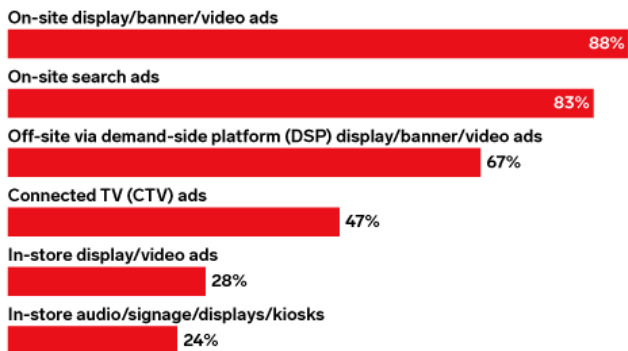
Raising awareness is the No. 1 reason agency professionals worldwide are advising clients to invest in retail media, according to an August 2024 Digiday+ Research survey.

Though [retail media](#) has traditionally been a performance marketing channel, brands are starting to use it for upper-funnel purposes like generating awareness and consideration. This shift has been supported by RMNs adding more off-site ad formats across broader channels like [connected TV](#) (CTV) and social media.

2. But lower-funnel tactics are still king

Tactics US Marketers' Retail Media Network (RMN) Budgets Are Being Spent On, Jan 2024

% of respondents



Note: n=58 who actively utilize RMNs

Source: Association of National Advertisers (ANA), "Retail Media Networks: Optimism Tempered with Caution," July 24, 2024

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A large majority (88%) of US marketers are investing in on-site retail media display, banner, and video ads, according to January 2024 data from the Association of National Advertisers (ANA). Another 83% say they're investing in on-site search ads, demonstrating the continued importance of lower-funnel/performance marketing tactics.

Nearly 80% of US RMN ad spend will go toward on-site ads next year, per our forecast. However, off-site's share of total ad spend will grow over the next few years.

3. Proving, optimizing ROI is crucial for continued marketer investment

Factors That Would Drive US Agency/Marketing Decision-Makers to Increase Their Future Investment in Retail Media, July 2024

% of respondents



Note: n=153
Source: Quintile, "Retail Media Pulse: Insights and Outlook" conducted by NewtonX, Sep 11, 2024

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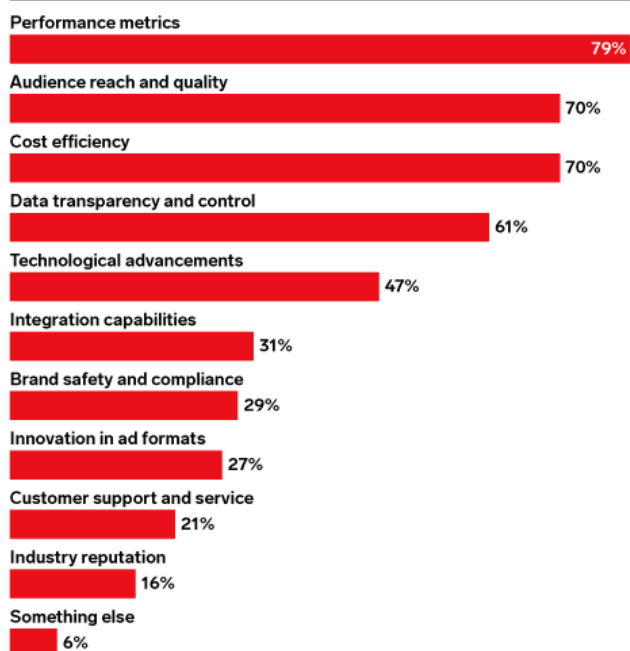
Advertisers want proof that retail media investments are worth it and provide a higher ROI than other channels, according to a July 2024 survey from Quintile conducted by NewtonX.

RMNs can grow their share of ad dollars by increasing transparency around campaign performance and measurement, focusing on providing advertisers ways to optimize their campaigns for better ROI and upper-funnel impact.

4. Marketers expect quality data from retail media partners

Important Factors in Deciding to Continue With Current Retail Media Partners According to US CPG Brands/Agencies, April 2024

% of respondents



Source: Path to Purchase Institute and Goodway Group, "Retail Media Reality Check: Perceptions, Challenges & Factors Driving Investment," Aug 6, 2024

287192



In addition to performance metrics and cost efficiency, audience reach and quality is a top factor in consumer packaged goods (CPG) brands and agencies' decision to continue working with their retail media partners, according to an April 2024 survey from Path to Purchase Institute and Goodway Group.

Having the correct data is the most essential element to personalizing communications, according to 59% of US B2C marketers, according to February 2024 data from Porch Group Media. Marketers also value having the correct contact info and being able to build the right kind of segments.

5. RMNs may consider leveraging AI to improve campaign performance, measurement

Expected Impact of AI on Retail Media Strategy According to US Agency/Marketing Decision-Makers, July 2024

% of respondents



Note: n=153
Source: Quintile, "Retail Media Pulse: Insights and Outlook" conducted by NewtonX, Sep 11, 2024

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Over half (55%) of US agency/marketing decision makers believe AI will help provide greater insights and recommendations for their retail media strategy, according to Quintile's July 2024 survey conducted by NewtonX. Marketers also believe AI will enable real-time campaign optimization and automate or enhance creative efforts.

RMNs that harness AI to help advertisers optimize campaign performance and measurement may grow their share of ad dollars. However, AI must enhance the advertiser experience, not overcomplicate it or hinder gaining essential insights.

This was originally featured in the Retail Media Weekly newsletter. For more marketing insights, statistics, and trends, subscribe [here](#).