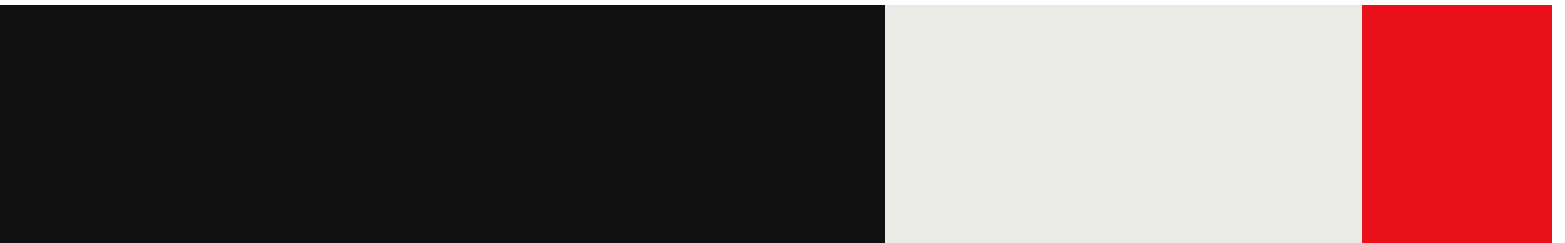


Retail media's moment, eBay's changes, Wayfair hits a bump, and Nike in the metaverse

Audio



On today's episode, we discuss the pillars driving what's next in retail media, how to navigate the pros and cons of retail media expansion, and retail media budget commitments. We then

talk about how eBay is streamlining things, the significance of Wayfair's bump in the road, and Nike's foray into the metaverse. Tune in to the discussion with senior director of strategic marketplace services at Tinuiti Elizabeth Marsten and eMarketer principal analyst at Insider Intelligence Andrew Lipsman.

Key Features US Advertisers Want in a Retail Media Network, 2020 & 2021

% of respondents in each group

	2020	2021
Easy to work with	38%	61%
Innovation in ad solutions	43%	51%
Managed service options	33%	50%
Transparency with reporting	24%	43%
Onsite ad solutions	19%	37%
Self-service options	24%	30%
Transparency with shopper data	24%	28%
Ability to partner in the planning process with someone who understands my business	33%	27%
Offsite ad solutions	29%	24%
Access to category and brand insights	43%	7%

Note: 2020 n=100; 2021 n=100

Source: Merkle, "The Evolution of Retail Media Networks" conducted by Ugam, Oct 11, 2021

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