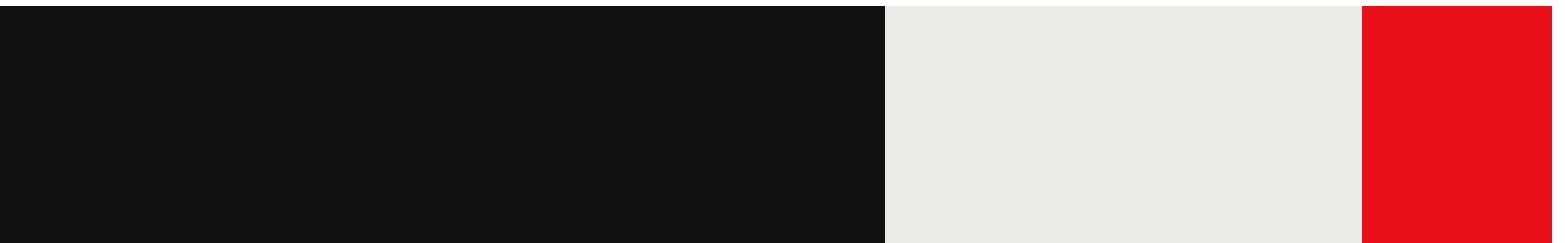


More than half of brands take advantage of non-endemic partnerships

Article



Most Brands Have Partnered With Retailers That Don't Carry Their Products

% of US brands, Aug 2023

Q: Have you ever taken advantage of data or a retail media network offering at a retailer where you are not an endemic brand?

Yes, we often take advantage of the data and media network offering at a retailer where we are not an endemic brand

53%

Yes, but only if our products are listed as part of their marketplace offering

28%

No, but we have considered it, we just don't know how to engage

14%

No, we've never considered it

6%

Note: numbers may not add up to 100% due to rounding

Source: Merkle, "Retail Media Research Report," Oct 25, 2023

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Key stat: 53% of brands often leverage data and media opportunities with retailers that do not carry their products, according to August 2023 data by Merkle.

Beyond the chart:

- Retailers including [Walmart](#), Home Depot, and Albertsons have recently opened up their [retail media networks](#) to non-endemic advertisers, recognizing the way it expands revenue opportunities.
- The growing importance of first-party data positions retailers well to capture shifting ad dollars amid the loss of [legacy identifiers](#). Some 84% US marketers say they are more likely to invest in retail media because of third-party cookie deprecation, per an April 2024 report by LiveIntent.
- Retailers still have to approach non-endemic advertising strategically, employing [best practices](#) to ensure the ads complement—but not compete with—the brands they carry. Non-endemic ads should be curated, contextually relevant, and align with customers.

Use this chart:

- Advocate for a more diverse retail media mix.
- Assess and compare your non-endemic partnerships.

More like this:

- **Non-Endemic Advertising Explainer 2024** (*EMARKETER subscription required*)
- **Growth in retail media search ad spend will outpace its traditional counterpart**
- **The 7 biggest retail media moves from the first half of 2024**
- **4 (more) retail media networks worth watching**

Methodology: Data is from the October 2023 Merkle report titled "Retail Media Research Report." 100 US retailers and brands were surveyed during July-August 2023. Respondents worked at brands and retailers with over \$50 million in annual revenue. All participating retailers have a shopper marketing or co-op marketing program, as well as a monetization program that's incremental to their shopper marketing. All participating brands categorize themselves as either consumer packaged goods (CPG) or consumer brands.