

Asos looks to retail media to spur growth

Article

This article was written with the assistance of ChatGPT.

The news: Ecommerce giant **Asos** is expanding its **Asos Media Group (AMG)** retail media business in the face of a challenging economic environment, [per](#) The Drum.

- The retailer launched its retail media business in 2021 and currently supports social media campaigns, targeted emails, and app push notifications.
- It recently partnered with **Criteo** to help it expand its advertising offerings.

Inside Asos' plan: The Criteo partnership is helping Asos launch three new offerings: sponsored ads in Asos search results and product listings; an extension of on-site display ads; and client ads off-site and eventually on connected TVs that use first-party user data.

- By expanding its offerings, Asos aims to broaden its appeal to better compete with brands such as **Boots** that have recently launched their own retail media networks.
- **The retailer has big plans to expand its advertiser base.** Roughly 150 brands currently advertise on its platform, and it aims to onboard 200 more. Eventually, it plans to work with 900 advertisers.

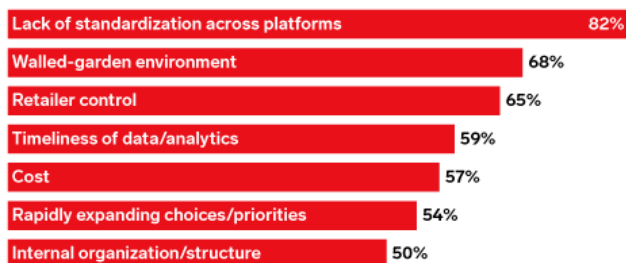
The big takeaway: It's a no-brainer for Asos to turn to advertising since retail media is a logical extension of its core business and it generates a significantly higher margin than selling goods in stores or online.

- With retailers of all sizes rolling out retail media networks, **the onus is on retailers to broaden the scope and scale of their offerings to attract advertisers' dollars.**

Go further: Learn more about the fast-growing retail media market in our [Retail Media Explainer](#).

Biggest Challenges With Retail Media Networks According to US Marketers, Summer 2022

% of respondents



Note: selected 'a challenge' or 'big challenge'

Source: Association of National Advertisers, "Retail Media Networks: A Forced Marriage or Perfect Partnership?" Jan 30, 2023

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