

Retail Media

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Presented By:



Training Goal

Confidence

Agenda

- What is Retail Media?
- Retail Media Stats
- How Advertisers Buy Retail Media
- Retail Media Examples

Retail Media Overview

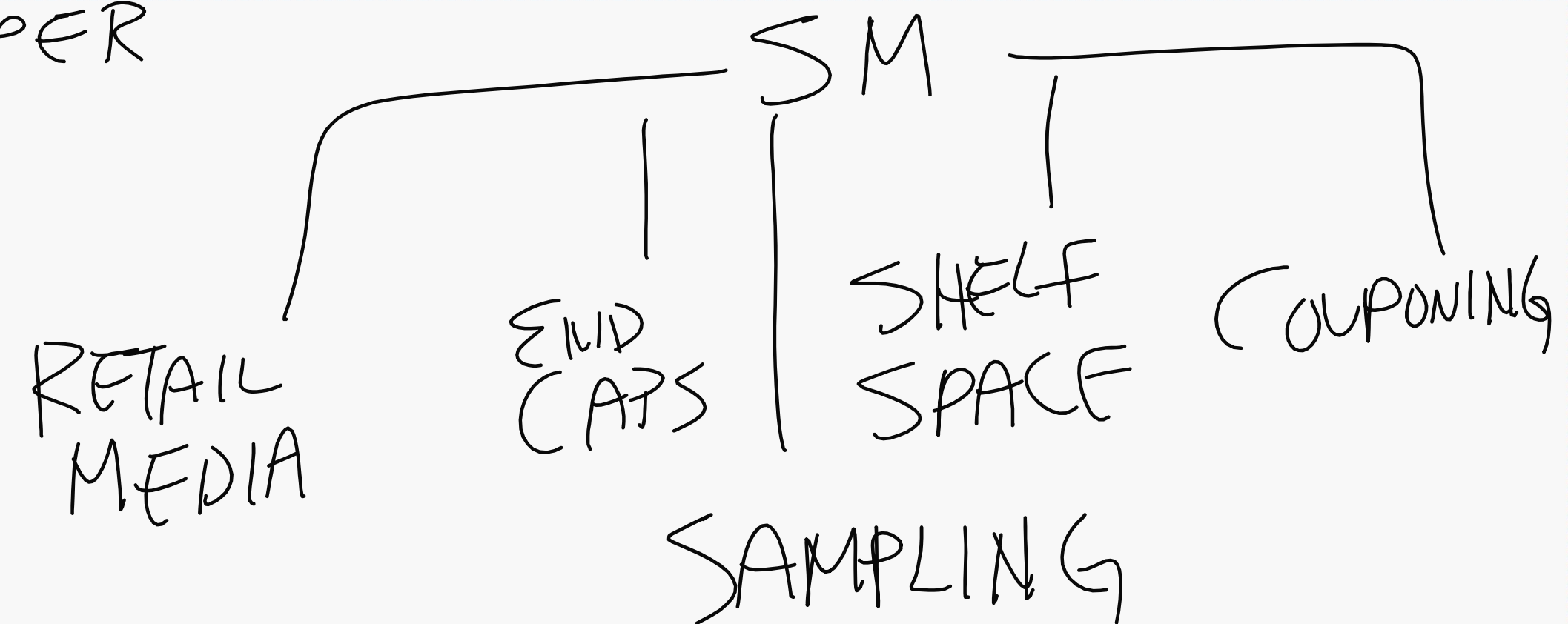
Retail Media is

ADVERTISING WITHIN THEIR OWN ENVIRONMENT +
PARTNER ENVIRONMENT

What is Shopper Marketing and how does it relate to Retail Media?

BRAND REPRESENTS TO SHOPPER

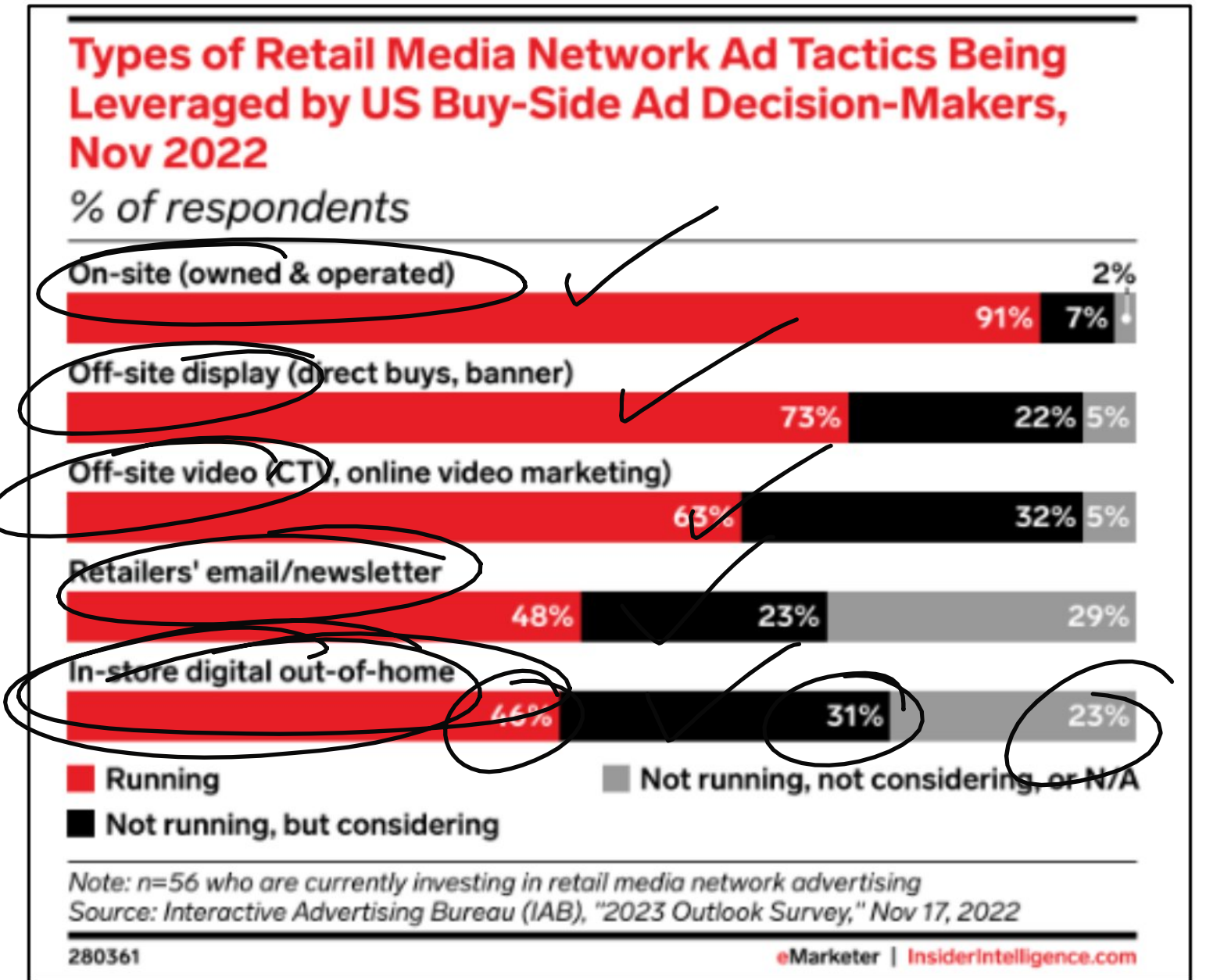
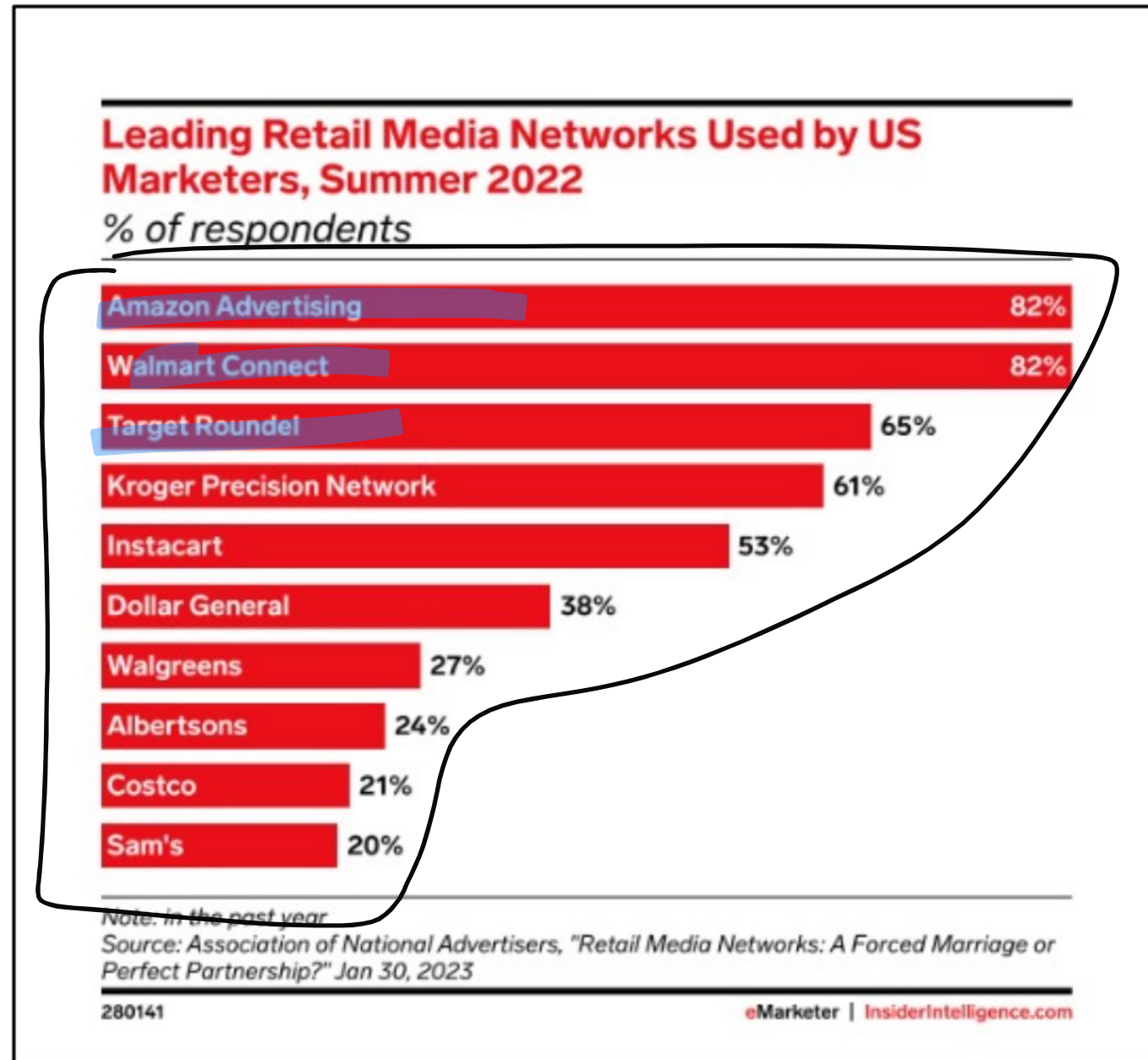
Gigi
CONSUMER
VS
SHOPPER - ME



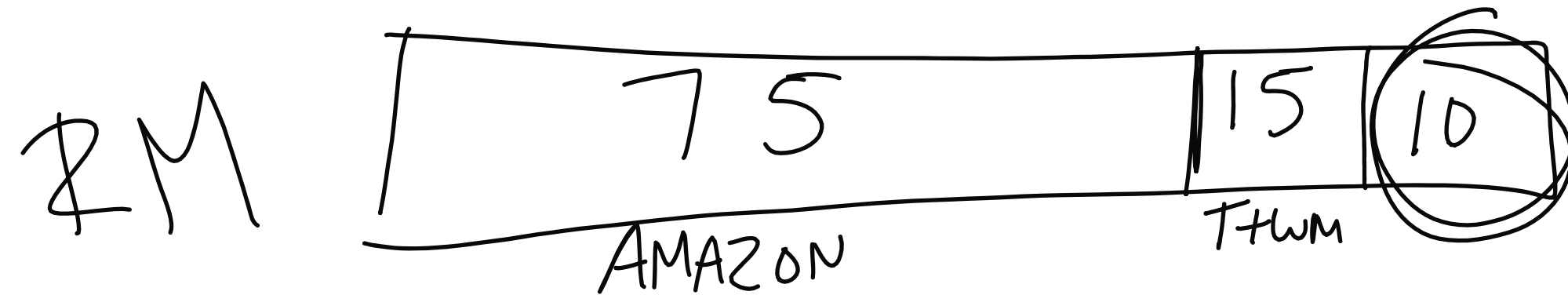
The Emergence of Retail Media

Digital Retail Media will grow by over **31** in 2023 and account for **23** of Digital Ad Spend

Net new Retail Media dollars will come from
 TRADITIONAL MEDIA
 DIGITAL CHANNELS
 ORGANIC GROWTH



In 2023 Amazon will account for **75** of all Retail Media dollars



The Emergence of Retail Media

Factors impacting the growth of Retail Media include

1. E-COMMERCE - 15% +1%
2. DATA - 1st PARTY DATA
3. ACCESS TO NON-PARTNER INVENTORY
DSP-SSP
4. WALLED GARDENS

The Emergence of Retail Media

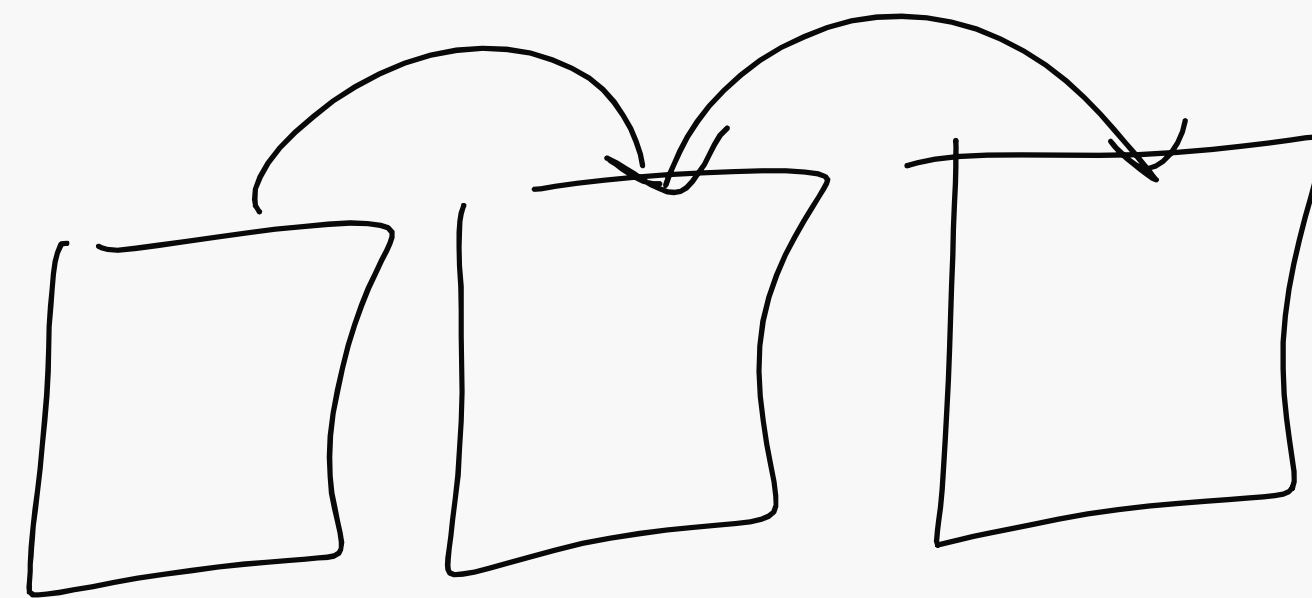
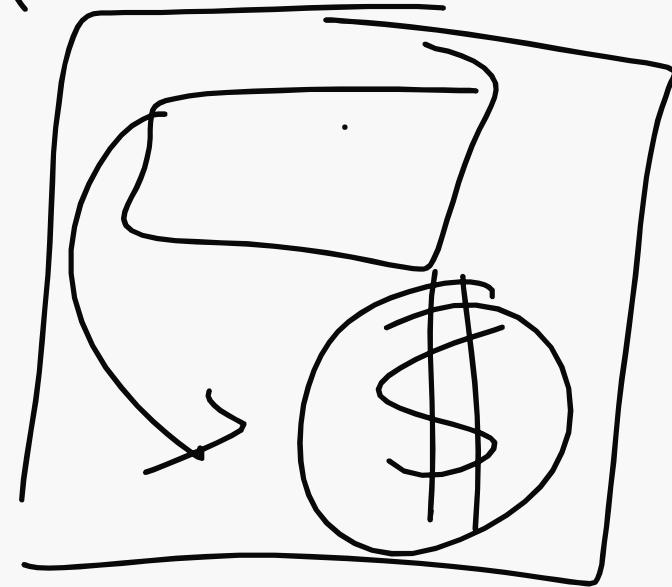
Factors impacting the growth of Retail Media include

S. NEW REV STREAMS

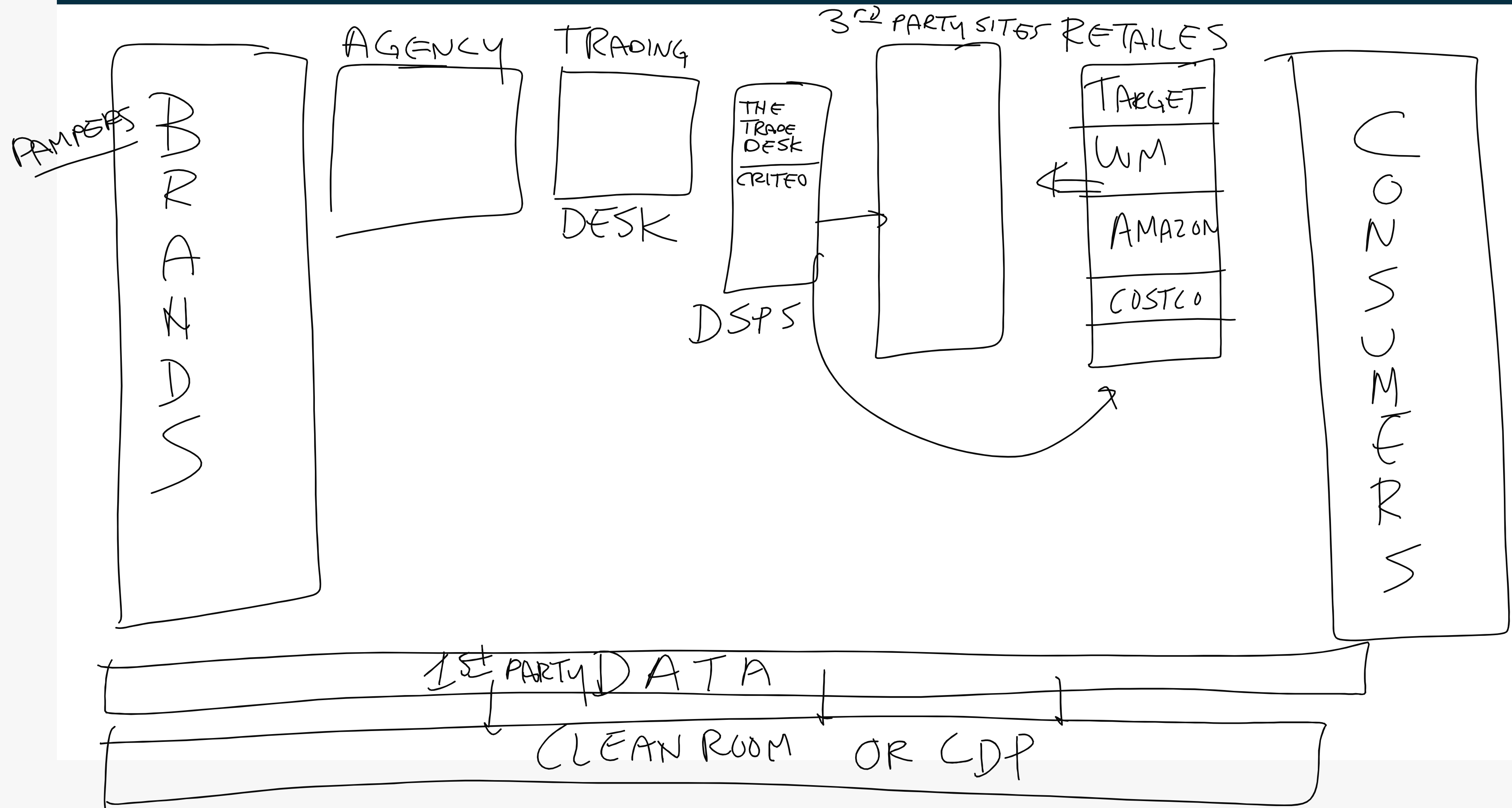
MARGINS <10% RETAIL
>50% ADS

C. COOKIES + TRACKING

AMAZON



Retail Media Landscape



Retail Media Overview

Retail Media campaigns typically consist of

RETAILER

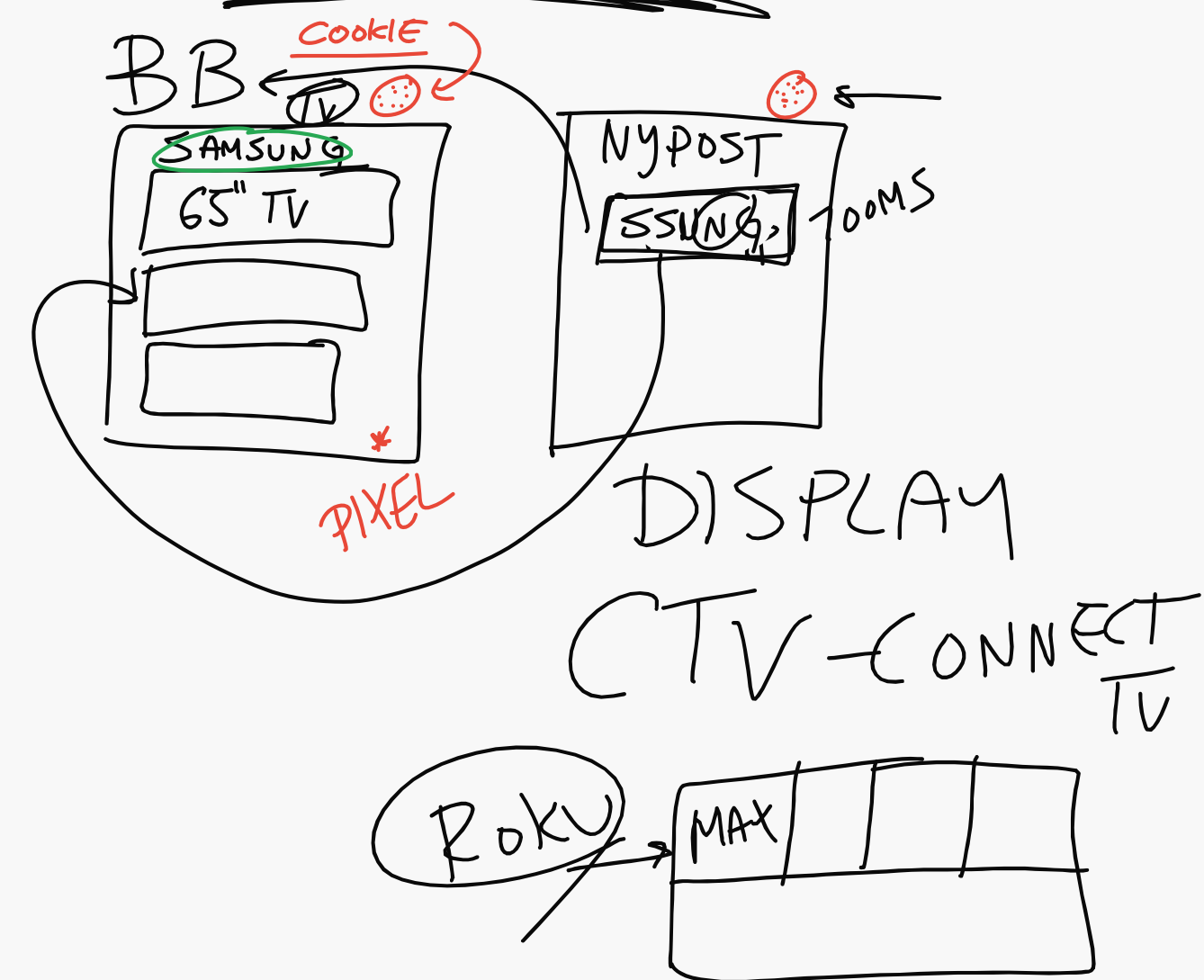
IN STORE

- RADIO / AUDIO
- TV SCREENS / DOOH
- SCANNER
- DISPLAYS

ONSITE

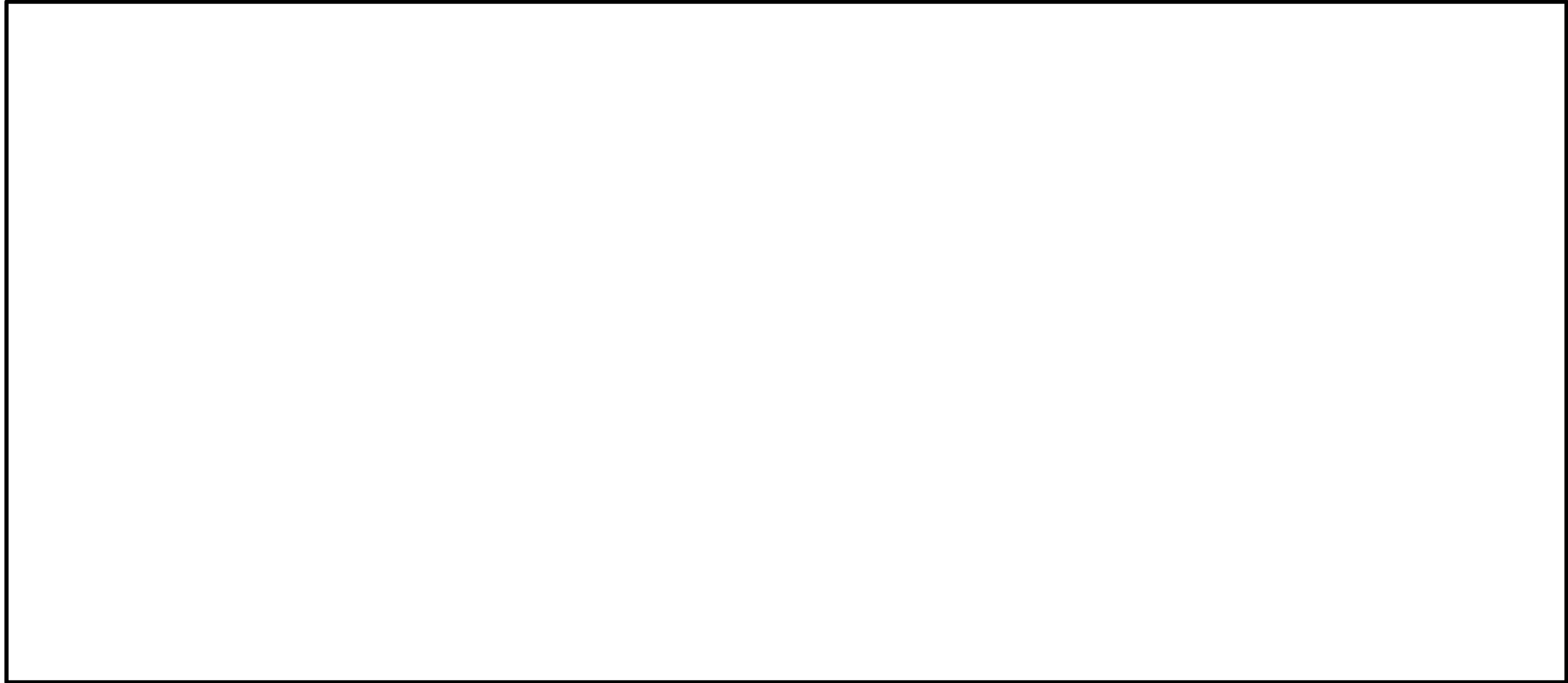
- SEARCH AD
- DISPLAY AD (BANNER)
- VIDEO ADS
- OUTSTREAM

OFFSITE



SAMSUNG

Let's see some examples



Retail Media – Market Segmentation

Scaled Digital Marketplaces

AMAZON EBAY ETSY

Mass Merchandizers /
Department Stores

WALMART COSTCO ALBERTSONS
MACYS

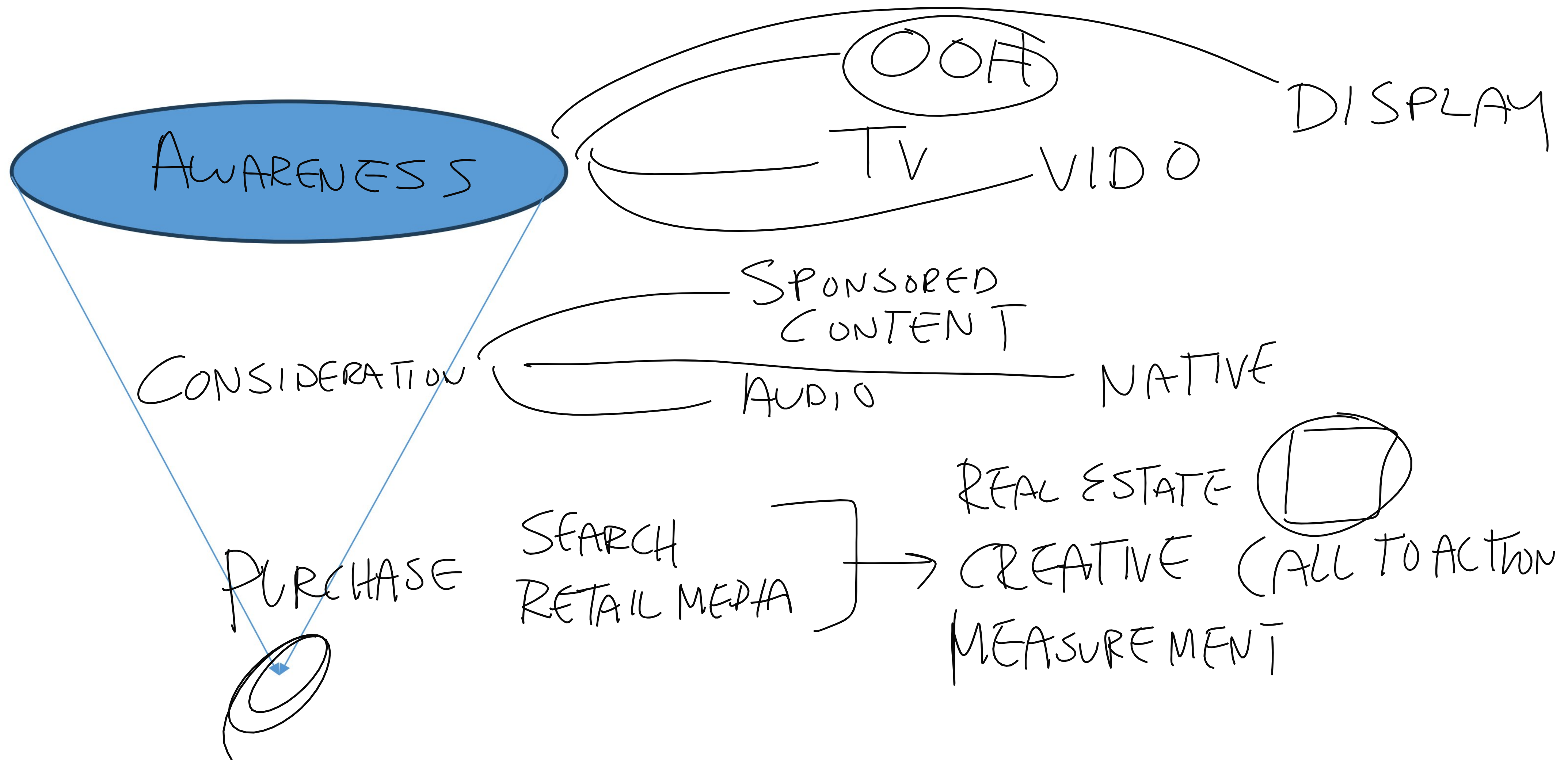
Category Retailers

HOME DEPOT BB. A.A.A.
LOWES SEPHORA ULTA

Commerce and Delivery

UBER EATS, DRIZZLY LEAFLY (CANNIBUS)

Retail Media and The Purchase Funnel



What are advertisers measuring?

ROAS - RETURN ON AD SPEND

SALES LIFT-INCREMENTALITY

SALES VOLUME

NEW TO BRAND

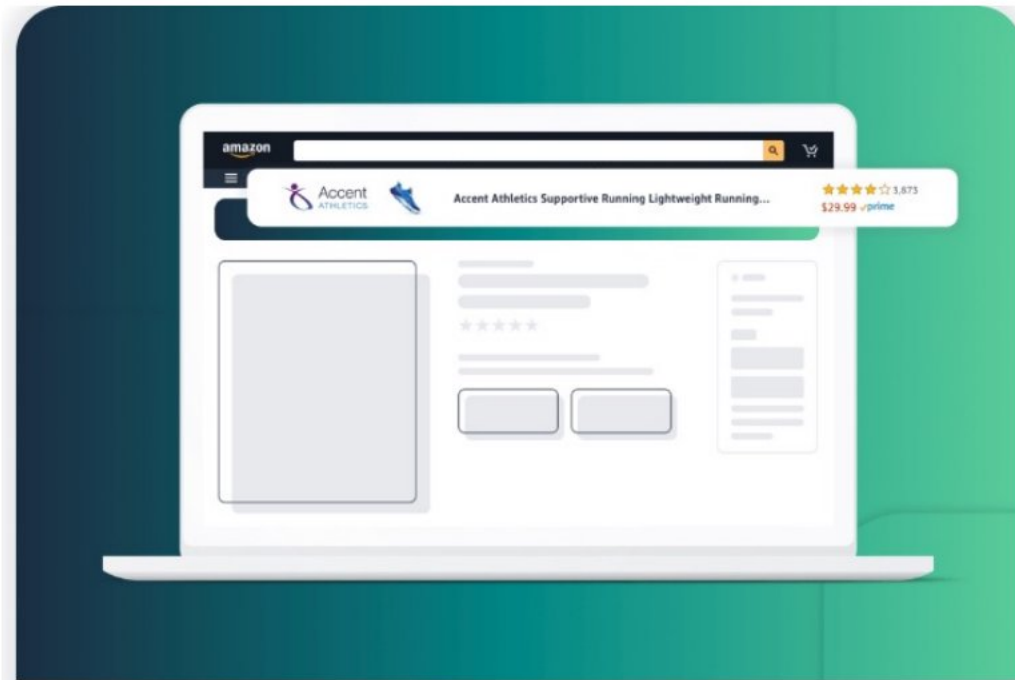
CLTV - CUSTOMER LTV

What brands prioritize in their Retail Media Partners

What brands value in their retail media networks

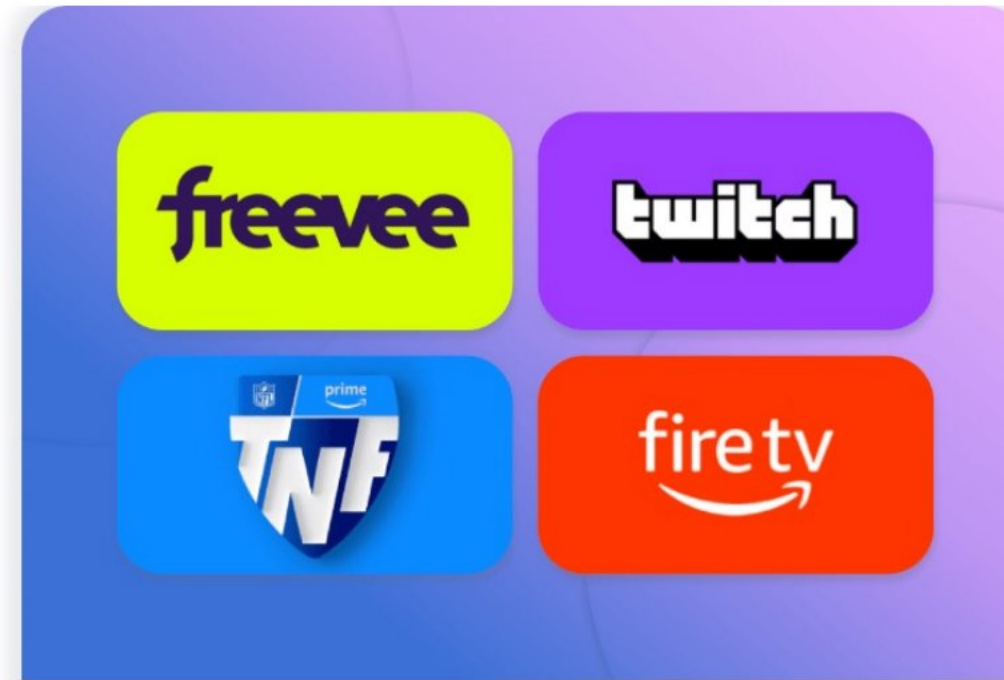


Retail Media – Amazon



Display ads

Reach more customers with display ads across Amazon properties and devices and premium third-party content.



Video ads

Use Streaming TV to reach customers through full-screen non-skippable ads in their favorite shows and movies or connect with audiences through in-stream and out-stream online video ads on top websites.



Audio ads

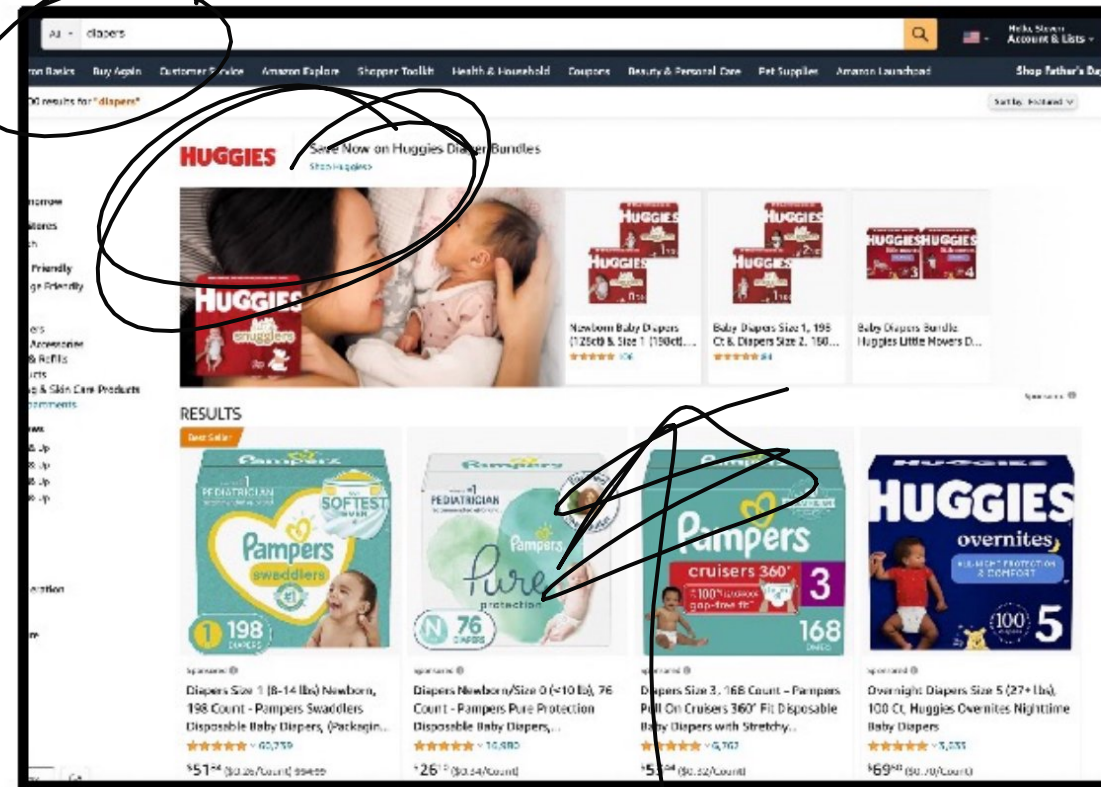
Be part of your customers' favorite streaming audio moments in the connected home and beyond.



Amazon and TV Ads

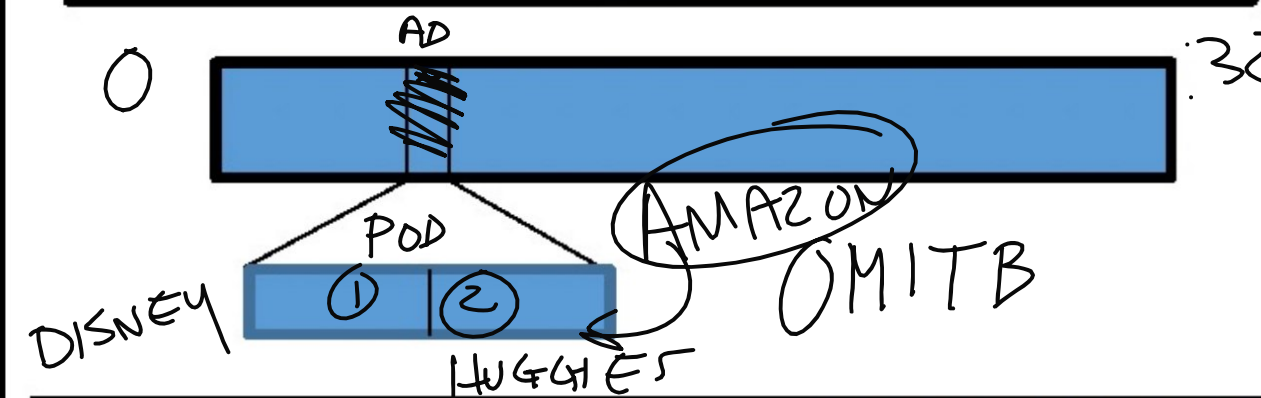
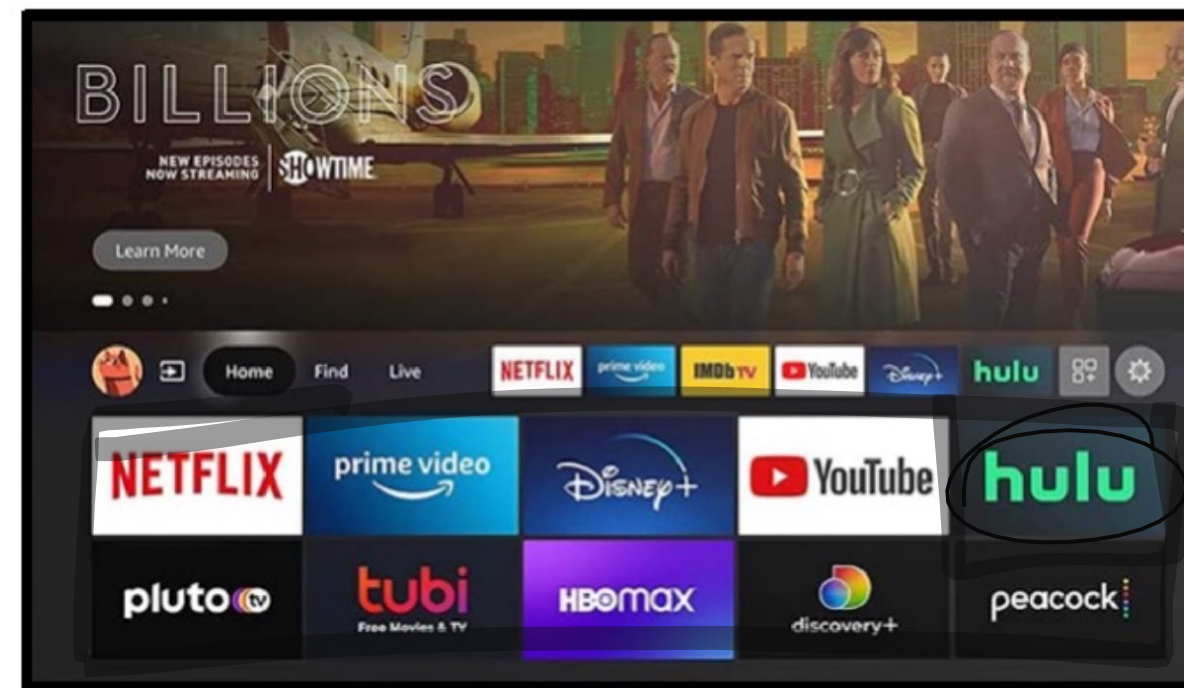
User searches for a product on Amazon

SHELF SPACE



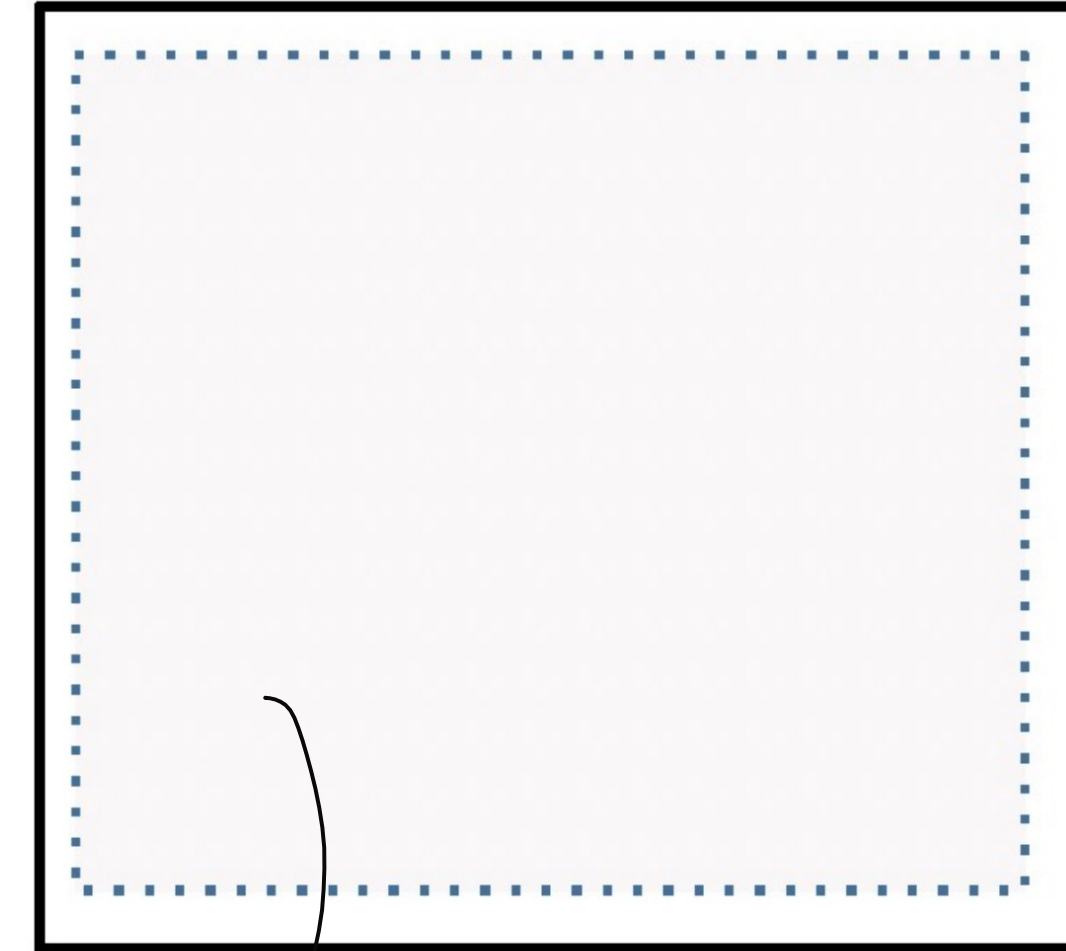
1:10
1:3
1:7

User opens their Fire TV



The ads are sold by
and can use the data
from

Purchases can be measured:



Retail Media – Walmart Connect

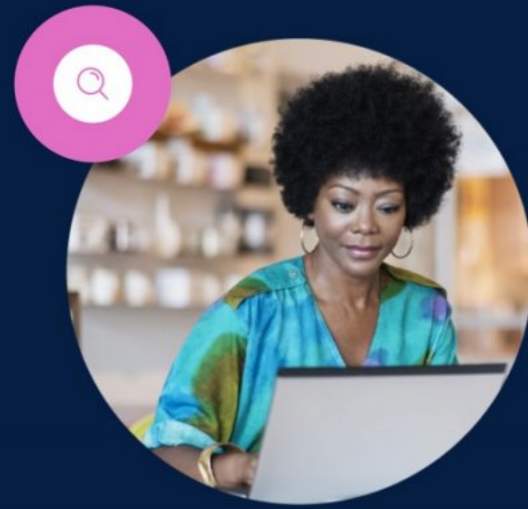


Search

Point them in the right direction

Get motivated customers to your product pages quickly with search ads in prominent, high-traffic spots in search results & on category & browse pages. You pay only when customers click.

[Learn more →](#)

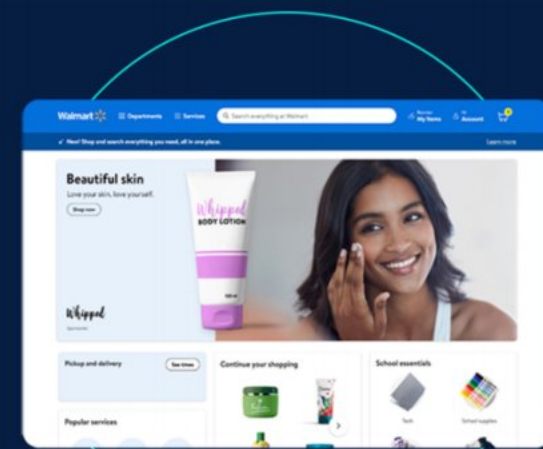


Display

Make a well-timed appearance

Ensure your brand & products are always top-of-mind. Meet Walmart customers on our digital properties, then retarget them across the web & on social media. See your results maximized when you employ Search & Display together.

[Learn more →](#)

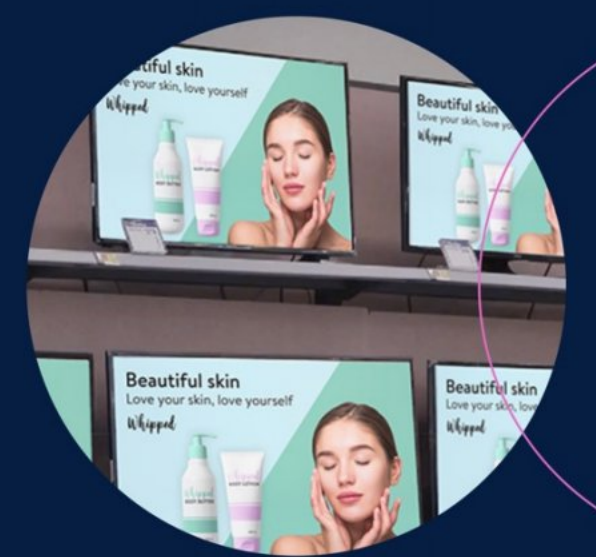


In-store

Stay in the spotlight

Connect with millions of customers as they are shopping the aisles in Walmart stores. Enable omnichannel solutions through digital screens, experiential events, sampling and more in our 4,700+ stores.

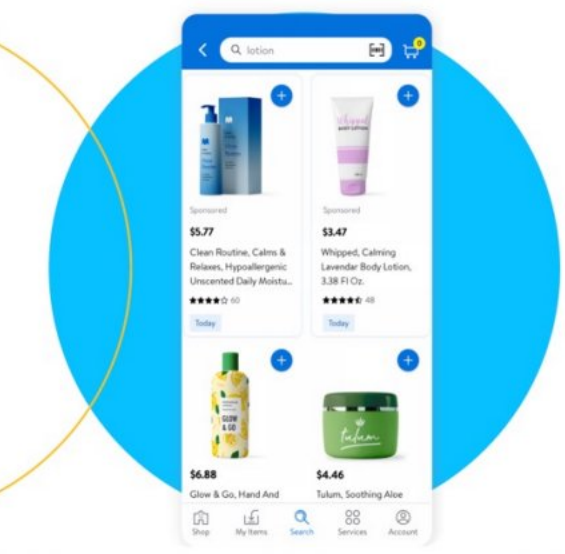
[Learn more →](#)



Sponsored Products

Be the first to catch their eye

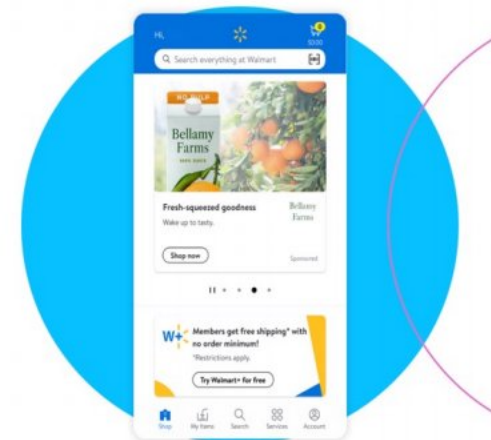
Take advantage of an array of options to increase conversion—including special placement in search results, pre-checkout reminders or even a featured spot on a related product's page.



Onsite Display

Your brand & products are center stage

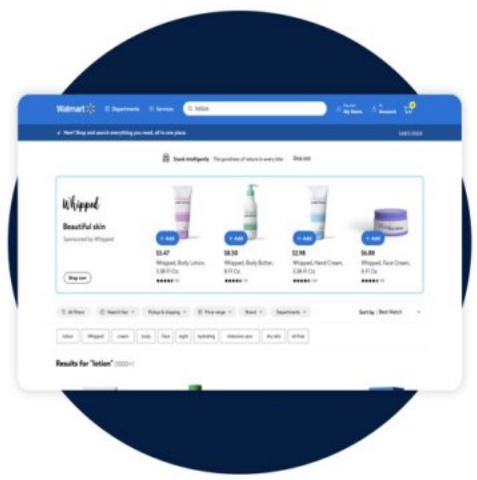
Show off your brand and products across Walmart.com & the Walmart app with an array of display ad opportunities - including homepage lockouts and custom brand pages - designed to increase awareness & engagement with multiple pricing models to choose from.



Sponsored Brands

Put your brand in the spotlight

Show up not just among other search results, but head & shoulders above the rest. Your logo, a custom headline & up to four of your products appear at the top of the page, improving brand recognition & showcasing your product portfolio.



Offsite Display

Connect in their daily lives

When customers are scrolling through their favorite websites or posting on social media, our Offsite Display ads are a friendly reminder of the connection you have with them.



Self-checkout ads

Influence point-of-purchase & future decisions

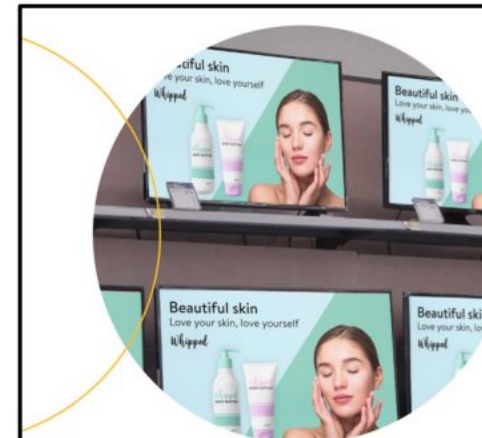
Show up at checkout to keep the journey going. Our Closed-loop Measurement can even verify when Self-checkout ads influence a later purchase on our digital properties or the next time they walk in.



TV Wall ads

Turn their heads

Catch their eye with premium placement on thousands of in-store TV screens across the nation. So you can remind & influence Walmart customers as they're actively making purchase decisions.



Retail Media – Target



Target Product Ads

by Roundel™

Sponsored product ad placements on Target.com and the Target app.

[Learn more](#)

CTV

by Roundel™

Reach relevant and engaged audiences on their connected TV.

[Learn more](#)

Display

by Roundel™

Our managed service offering that runs display ads across Target.com, the Target app, or across 150+ premium publishers.

[Learn more](#)

Programmatic

by Roundel™

Activate Roundel's custom audiences with brand-positive inventory via self-service within your DSP.

[Learn more](#)

Search Ads

by Roundel™

Connect with guests searching on Google, with access to retail-specific ad formats, like Shopping Ads, that drive higher product visibility on search result pages.

[Learn more](#)

YouTube Ads

Reach receptive audiences across YouTube with video ad placements.

[Learn more](#)

Social

by Roundel™

Static, animated, and video ads on Facebook, Instagram, Pinterest, and Snapchat.

[Learn more](#)

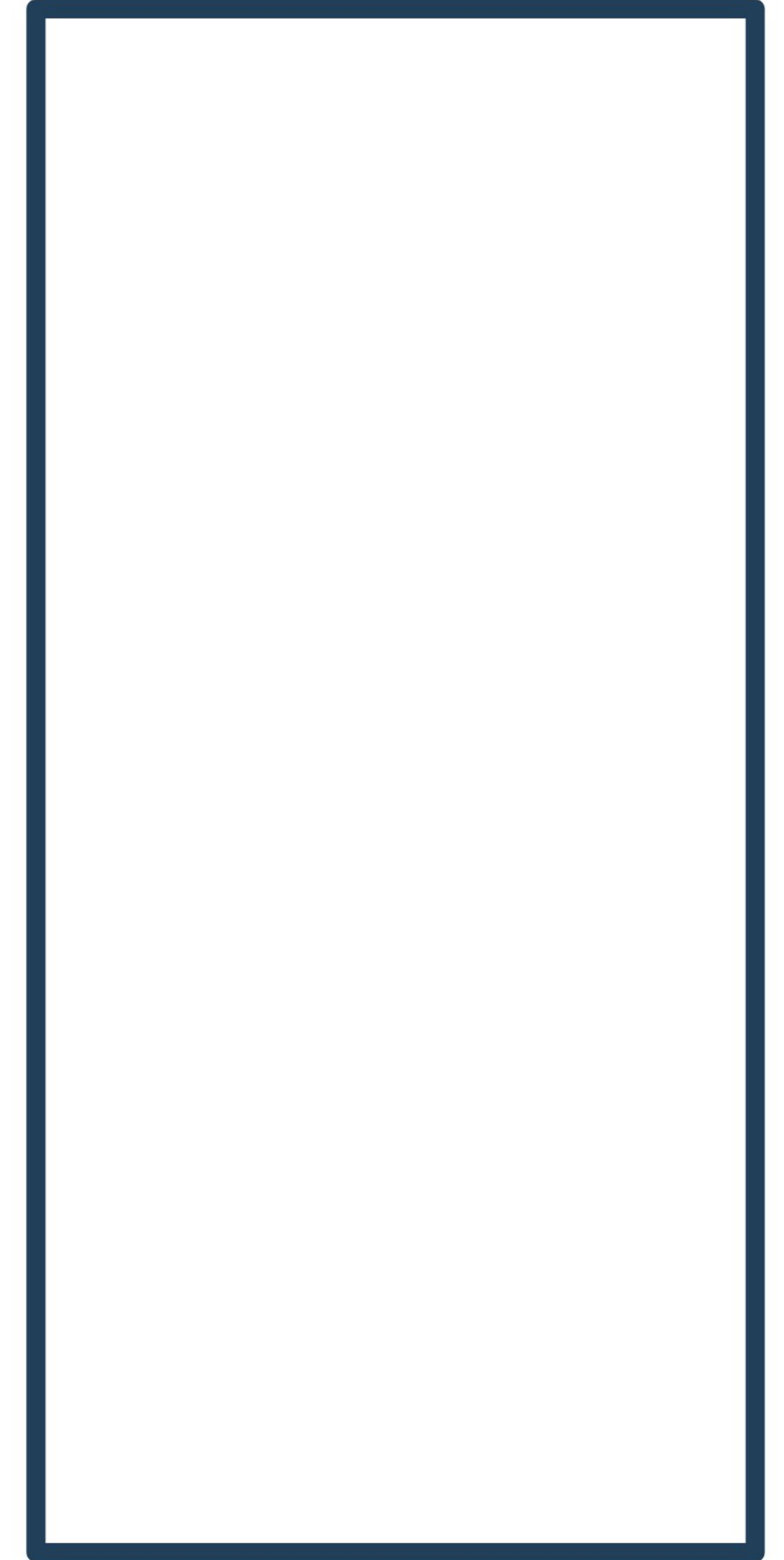
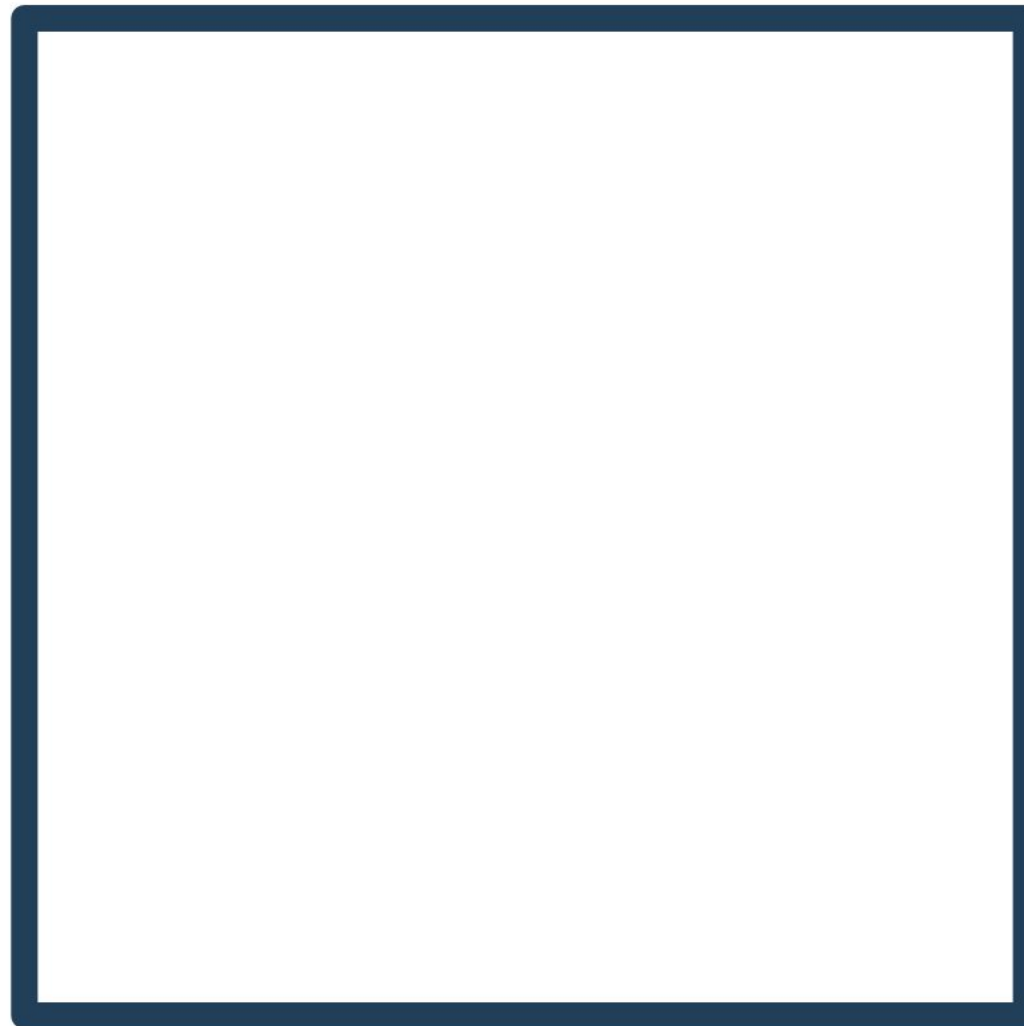
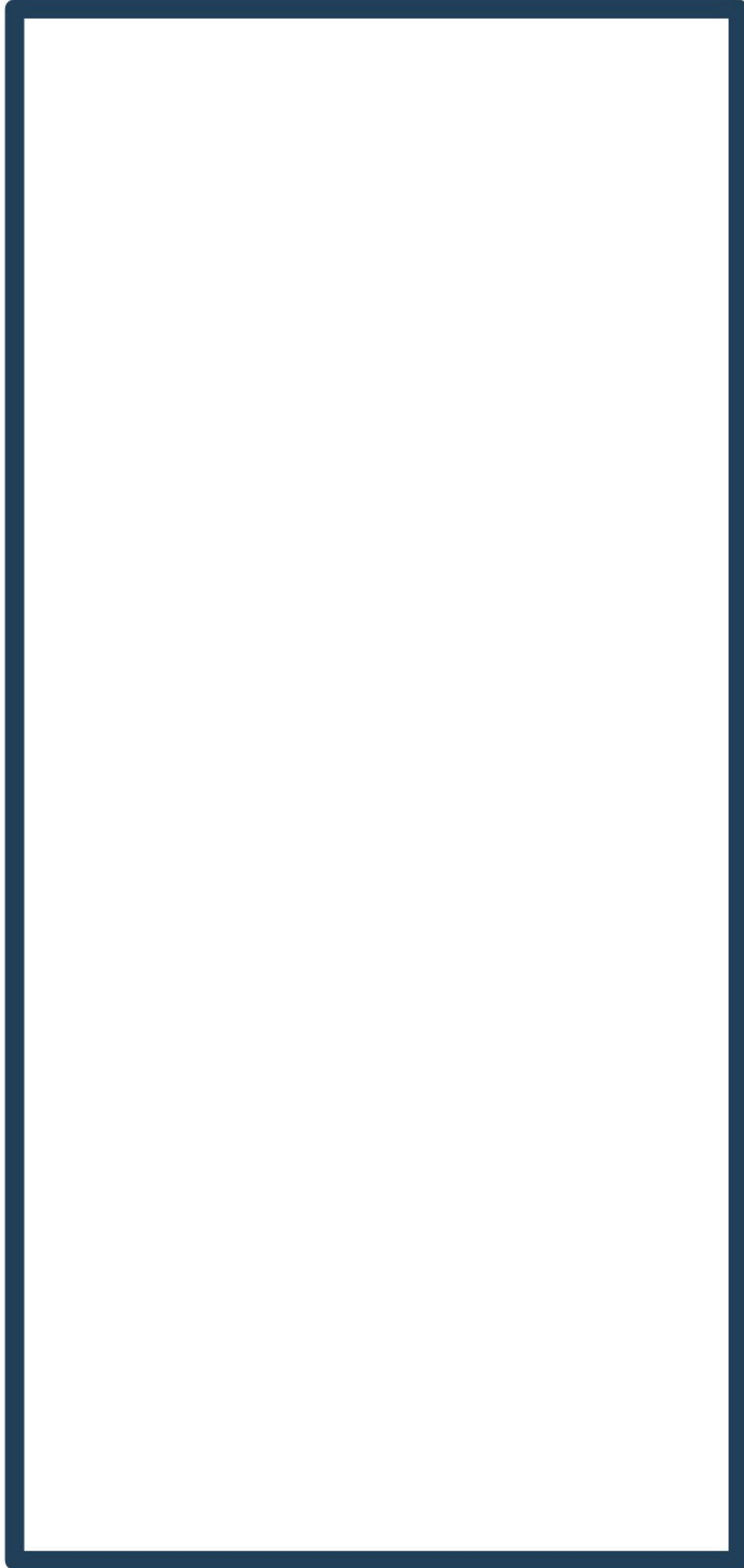
Influencers

by Roundel™

Co-branded content across Instagram, Pinterest, and TikTok created by influencers via LTK, a Target-approved global influencer network.

[Learn more](#)

Retail Media – Clean Room Case Study



Thank You