

INTRODUCTION

The retail media marketplace continues to **GROW**: Insider Intelligence expects global ad spending to grow 22% this year and 18.5% in 2025 to reach \$165.9 billion — and command 22% of all digital ad outlays worldwide. U.S. spending will hit \$72.1 billion in the same period, rising by more than 20% each year.

More importantly, the marketplace continues to **IMPROVE**, as competition among an increasing number of networks and, more notably, feedback from brand advertisers is driving the enhancements needed to deliver better opportunities and stronger results.

Retail media is universally recognized not only as a uniquely essential method of commerce marketing but also an effective vehicle for any form of brand marketing because of its ability to deliver truly targeted audiences and directly measurable results. It's either the first "full funnel" marketing medium or proof positive that the purchase funnel has finally collapsed, depending on your point of view.

Either way, growth in U.S. ad spending is being driven by new advertisers and increased spending among existing advertisers; globally, it's sparked by more networks launching in more regions — which is why The Mars Agency now produces Retail Media Report Cards in Europe, Australia, and — next month — Canada.

But it's also being aided by a clear change in mindset among retail media networks, in which the transactionally focused early days of negotiations have been replaced by a greater spirit of collaboration; while the investments being "asked" of brand partners are still sizable in some cases, networks have embraced the need to establish mutually beneficial partnerships that address the business needs of both parties.

That's helping to improve platform capabilities, as well as program efficiency and effectiveness — which, in turn, gives advertisers a better understanding of the benefits involved and, therefore, more reason to invest. It also is leading The Mars Agency to continuously update and upgrade this Retail Media Report Card — which this month features more changes than any previous version (which we'll discuss later).

With the list of potential network partners continuing to grow, brands have an array of choices about where and how to spend their money — and since budgets aren't growing along with the opportunities, they're scrutinizing their options closely. In response, networks are working more closely with brands to earn those dollars by improving their capabilities and developing unique points of differentiation.

Brand organizations are therefore tasked with developing a strategic understanding of how retail media can best be leveraged to drive incremental growth, which retailers will provide the greatest opportunities for success, and what specific media investments will be most effective at achieving the desired impact.

They also must learn how to align their retail media activity with the rest of the commerce marketing plan, which can improve success not only through more seamless shopper engagement but also by fostering greater internal efficiency across functions. This level of organizational understanding is critical to future success.

How to Pick Partners

There are two important ways to evaluate the best retail media platforms for investment. The first is to assess each network individually, the role it plays within — and the impact it has on — your broader retailer relationship, and the opportunities it provides for achieving your brand goals. Retail media has become a critical aspect of the broader supplier-retailer relationship and, in many cases, an important factor in joint business planning. This broader context must always be considered when making investment decisions.

The second, more objective way to evaluate the best places to invest is by comparing the various networks to determine their relative strengths and weaknesses against a uniform set of key performance criteria. In fact, as the marketplace has evolved, many criteria that initially served as network differentiators have now become "Table Stakes" that a network must offer to adequately address the needs of their brand partners and keep pace with their competitors.

To help our clients efficiently evaluate spending opportunities across networks, The Mars Agency created a Retail Media Health Scorecard to track the capabilities of leading networks across the key criteria that advertisers need to optimally plan, execute, and measure retail media activation. This general framework for network scorecarding is customized for each of our clients to reflect their unique business objectives, budgets, performance expectations, and retail partnership priorities. Internally, we continuously update the information to stay ahead of the rapidly evolving capabilities of existing networks and the ongoing launch of new platforms across the retail landscape.

To help the industry at large gain a better understanding of the opportunities available, and to encourage the development of evaluation standards that might ultimately improve both the collaborative process and overall network effectiveness, The Mars Agency is publicly sharing this Retail Media Report Card, which presents the foundational, scorecarding elements of our evaluation process.

New Features This Quarter

Each quarterly report is updated to reflect the ongoing enhancements made by these platforms, to evaluate additional platforms, and to modify our analysis as needed to continue reflecting best practices across the industry.

We've made more changes than usual this quarter, adding and adjusting capabilities across four of our five Key Performance Areas. In most cases, these changes reflect the industry's progress around the key issues — measurement granularity, self-serve campaign management, in-store media alignment, stronger collaboration — for which The Mars Agency has been advocating through this report:

Measurement & Reporting: The call for more granular measurement is being met in many places, leading us to add reporting at the targeted audience and creative versioning levels to the list of capabilities. And the need for a better understanding of retail media's total business impact has made "rest of market" sales impact a key capability as well. Visibility into shopper baskets is new here, too.

Media Opportunities: The aggressive push to expand ad inventory to the brick-and-mortar store inspired us to break out these opportunities in a separate chart while adding a few more. We've also separated out managed service from self-serve campaign management as the latter has become fairly common across networks.

Innovation: The market's overall maturation has led to many capabilities once considered innovative to become mainstream and move to other Performance Areas. These shifts have made the Innovation bucket a little light this time around, although we boosted the list with the addition of EV charging stations as an emerging media opportunity and AI content generation as a creative-enhancing tool.

Partnership: As more retailers leverage their shopper loyalty programs for insights and engagement opportunities, we've moved this capability from Innovation to Partnership, where we've also added three new criteria: agency partnerships, roadmap visibility/collaboration, and rate card transparency.

We also initiate coverage of Uber Advertising, the latest representative from the important on-demand delivery market. And the "Capability Spotlight" examines generative AI-enabled search, a potential strategy-changing tool that has earned headlines recently. See page 15.

We hope you enjoy the 6th edition of The Mars Agency's Retail Media Report Card.

USING THE SCORECARD

The Mars Agency has established 79 criteria for evaluation that can be grouped into 5 Key Performance Areas.

The specific criteria for each Performance Area reflect tangible capabilities, services, and offerings, such as the network's ability to customize the audience, provide access to sales data and other metrics, or advertise through social media channels and in physical stores. Each of the criteria is explained in greater detail in the Glossary at the end of this report. Additional information about each network's capabilities can be found in the Platform Profiles starting on page 17.

CHART KEY



First time this retail media network is covered



"Table Stakes" criteria that all networks should offer



Upgrade in assessment level from last Report Card



New criteria added to the evaluation this quarter

USING THE
SCORECARD

5 KEY PERFORMANCE AREAS

01_TARGETING

How robust is the network's overall audience? How sophisticated is its ability to engage with specific shopper segments? Can it target beyond its own site? We evaluate each network's Targeting capabilities based on 14 criteria ranging from audience scale to conquering opportunities.

02_MEASUREMENT & REPORTING

What is the level of data transparency and reporting sophistication for the network's results? Does it provide access to customer and sales data? Can it distinguish between online and offline sales? We evaluate each network's Measurement & Reporting capabilities based on 15 criteria ranging from programmatic sales measurement to custom analysis opportunities.

03_MEDIA OPPORTUNITIES

How well does the network connect with shoppers along the entire path to purchase, both onsite and across the digital landscape? Is it offering in-store opportunities along with digital media? We evaluate each network's Media Opportunities across 31 potential touchpoints ranging from onsite search to in-store radio.

04_INNOVATION

Does the network consistently develop next-level media opportunities incorporating new tools and technologies? Is it keeping pace with evolving shopper demands? We evaluate each network's Innovation strengths based on 6 criteria ranging from testing opportunities to AR/VR implementation.

05_PARTNERSHIP

Does investment unlock other opportunities with the retailer? Does the investment satisfy broader vendor commitments? Does the network provide creative flexibility? We evaluate each network's Partnership strengths based on 13 criteria ranging from training programs to JBP opportunities.

USING THE SCORECARD

The goal of this public Retail Media Report Card is to offer brand advertisers a simple, “step one” method of cross-network evaluation. For clients, we prepare a more extensive assessment that assesses and compares each network’s strengths and weaknesses in the context of their unique business needs and relationships.

We often also share this deeper level of analysis with the retail media networks themselves — who, in many cases, appreciate the competitive comparison and the potential guidelines for improved collaboration with brand partners that our evaluation provides. In fact, all of these networks are now helping The Mars Agency compile this report.

The scorecard presents a clear view into the relative strength and sophistication of each retailer. In this way, brands can easily identify the industry leaders, versus the developing platforms, versus the networks that are trailing the marketplace in key performance areas.

As the marketplace has matured and advertisers have refined their expectations, some criteria that initially may have been optional capabilities should now be considered standard requirements for any competitive retail media network.

The Mars Agency has identified 44 of the 78 evaluation criteria used in this report as “Table Stakes,” and considers each network’s ability to deliver them as a key component of our evaluation. Table Stakes criteria are identified in the first column of each Performance Area scorecard (pages 8-14).

These designations are meant to be used as a method of evaluating the relative investments that should be considered across the landscape of networks, as well as a tool for bringing practical, more mutually beneficial plans to the negotiating table. They are not, however, intended to be used for making straightforward “yes or no” determinations on investments because there are many other factors that should impact those decisions, as noted earlier.

That, in fact, is the next exercise we take with our clients: creating a framework for investment that sets parameters on how much to spend at each retailer, as well as which internal function should provide the funding — a decision that, at some level, we believe should be determined by the capabilities and sophistication of the retail media partner. (For more of our perspective on investment best practices, read [“Making Sense of Retail Media.”](#))

This framework also provides guidance on tactic selection, which again should be based on each retailer’s capabilities and sophistication level. It is here, at the tactic level, where brands can — and should — more comfortably make “yes or no” funding decisions based on the scorecard. (As always, the brand’s specific goals and KPIs should be considered, too.)

While this specific process isn’t necessarily the “be all, end all” solution, we have found it extremely effective at helping The Mars Agency’s clients evaluate retail media network capabilities to guide their investment decisions.

It has also helped our clients conduct more open, informed investment discussions with their retail media network partners by clearly identifying where they fall within the competitive landscape in terms of meeting the commerce marketing needs of brand partners.

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Notes:

The information in this report has been collected from various industry sources by The Mars Agency and, in most cases, verified by the retail media networks themselves. Factual information represents the best available data at the time of publication. The Mars Agency has made every effort to be as accurate and up to date as possible with this information. In certain cases, platform assessments reflect objective evaluations determined by considering industry best practices and The Mars Agency’s own experience and expertise.



Capability Updates

A roundup of the additions networks made to their capabilities since our last Retail Media Report Card (which earns them new “dots” in the assessment charts):

Ahold Delhaize Retail Media: Partner Training Programs/Certifications

CVS Media Exchange: Retailer-Level JBP Integration

Dollar General Media Network (DGMN): Audience Growth (+10%), Behavioral Targeting, Retargeting, YouTube ad opportunities

Instacart: First-Party Data Sharing with 3P Providers/Publishers

Kroger Precision Marketing: Media Mix Modeling

Walmart Connect: TikTok advertising

Key Performance Upgrades

Highlights from the enhancements networks have made to their capabilities since our last Retail Media Report Card (see each network’s Platform Profile for more information):

Ahold Delhaize Retail Media: In-store attribution is now included in reports for sponsored product and onsite display campaigns through an enhanced dashboard.

Albertsons Media Collective: The network has coordinated the integration of media with in-store merchandising opportunities for in-store seasonal events to deliver total business impact.

Amazon Advertising: The introduction of video advertising into Amazon Prime Video programming is expected to have a major impact on both streaming services and digital advertising.

DGMN: An extremely productive stretch included scaling its self-serve audiences within The Trade Desk, syndicated and custom audiences for endemic and non-endemic advertisers, and rollouts with measurement capabilities to Meta and YouTube.

Instacart: Ad partners can now leverage the home delivery leader’s shopper data for advertising in Google Shopping, enabling campaigns that will reach relevant audiences drive them to immediate purchase on Instacart.

Roundel: The Roundel Media Studio self-serve platform launched in February for sponsored product ads and plans to add more channels throughout 2024.

EVALUATED RETAIL — MEDIA NETWORKS



Walmart



Sam's Club



Target



Amazon



Kroger



Albertsons



Hy-Vee



Ahold



Walgreens



CVS



Dollar General



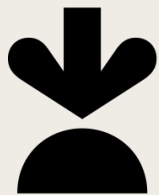
DoorDash



Gopuff



Shipt



Instacart



Best Buy



Uber Advertising

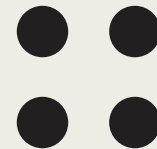


Table Stakes



●●● Targeting Criteria

																		Uber	
Audience Scale <small>(50 million+ shoppers)</small>	●	●	N/D	●	●	●	●		●	●	●	●					●	●	
Audience Growth <small>(10%+ YOY)</small>		●	N/D	N/D	●	●	●					●	●	●				●	
Purchase-Based Targeting <small>(IP data)</small>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Keyword Targeting <small>(Search)</small>	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●
Geo-Targeting <small>(ZIP code or store-level)</small>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Behavioral Targeting <small>(e.g. Browsing behavior)</small>	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●
Contextual Targeting <small>(e.g. Site placement/location)</small>	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●
Demographic Targeting	●	●	●	●	●	●	●	●	●	●	●	●		●			●	●	●
Competitive Conquesting		●			●	●		●	●			●		●		●	●	●	●
Templated Audience Segments <small>(e.g. Millennial Moms)</small>	●	●	●	●	●	●	●	●	●	●	●	●		●			●	●	●
Custom IP Audiences <small>(Unique "from scratch" segmentation)</small>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●			●	●
Clean Room/Brand Audience Ingestion		●	●		●	●	●		●	●	●			●					●
Retargeting/ Site Pixeling		●	●		●	●	●					●		●				●	●
Retailer- or Banner-Specific Targeting		N/A	N/A	N/A	N/A	●	●	N/A	●	N/A	N/A	N/A	●		●	●	N/A		●



●●● Measurement & Reporting Criteria

																		Uber	
Standard Media Metrics <small>(e.g. Impressions, CTR, CPC)</small>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Closed-Loop Attributed Sales & ROAS <small>(1P data)</small>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
100% Deterministic Sales Data	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Total Omni Sales Data	●	●	●	●	●	●	●	●	●	●	●	●	N/A	N/A	N/A	N/A	●	N/A	●
% New Buyers	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Sales Lift & iROAS <small>(via A-B/exposed vs. unexposed test)</small>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Sales Lift & iROAS <small>(True incrementality)</small>			●		●	●	●	●	●	●	●	●			●	●	●	●	●
Viewability/ Fraud Transparency <small>(Direct or via 3P tags)</small>	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
Self-Serve/ Real-Time Reporting	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Media Mix Modeling		●			●	●				●	●				●				●
Custom/ Ad Hoc Analysis	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Targeted Audience-Level Reporting	●	●	●	●		●	●			●	●	●				●			●
Creative Versioning-Level Reporting		●	●	●		●	●			●	●					●			●
Basket Analysis		●	●	●		●	●			●	●	●	●			●			●
Rest of Market Analysis		●				●				●									●

Media Opportunities: Digital Owned & Operated

																		Uber	
Managed Service Onsite Search (In-grid)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Managed Service Onsite Display	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Managed Service Onsite Search (Banners)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Self-Serve Onsite Search (In-grid)	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Self-Serve Onsite Display		○			○	○		○								○	○		○
Self-Serve Onsite Search (Banners)		○			○	○					○					○	○		○
Email (Brand-sponsored spot or stand-alone)	○	○	○		○	○	○	○		○	○	○	○	○	○	○	○	○	○
Mobile App Integration	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○			○	○
Circular (Print or digital)			○		○						○		N/A	N/A	○	N/A		○	
Digital Sampling					○		○												N/A




















Networks earn a circle if the opportunity can be purchased directly through the network as part of a campaign. Opportunities that can only be secured separately through a retailer's merchant or marketing team do not qualify.




















Media Opportunities: Digital Off-Platform

																		Uber	
Managed Service Offsite Programmatic Display	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Self-Serve Offsite Programmatic Display		○	○	○	○	○			○	○	○				○	○		○	○
Offsite Search (e.g. Google)	○	○		○	○			○	○	○			○	○	○	○	○	○	○
Meta (Facebook/Instagram)	○	○		○		○	○	○	○	○	○	○	○	○	○	○	○	○	○
Pinterest	○	○	○	○		○	○	○	○	○	○							○	○
TikTok		○												○				○	○
Snapchat				○		○			○					○				○	○
YouTube				○					○	○	○	○		○				○	○
Social Influencers	○			○	○	○			○					○				○	○
CTV	○	○	○	○	○	○	○	○	○	○	○	○		○		○		○	○
Streaming Audio (e.g. Pandora)	○	○		○	○	○		○	○	○	○	○		○				○	○
Digital Out of Home (DOOH)	○				○			○	○			○		○				○	○
Shoppable Content			○		○		○	○	○			○				○		○	○
Livestream Shopping		○			○														

Networks earn a circle if the opportunity can be purchased directly through the network as part of a campaign. Opportunities that can only be secured separately through a retailer's merchant or marketing team do not qualify.

																		Uber	
In-Store Sampling	●	●		●	●			●						N/A	N/A	N/A	N/A	N/A	N/A
In-Store Radio	●	●			●		●	●		●	●			N/A	N/A	N/A	N/A		N/A
In-Store Video/TV	●	●		●	●			●			●			N/A	N/A	N/A	N/A	●	N/A
Gas Pump TV				N/A	N/A		●		●	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Associate Engagement														N/A	N/A	N/A	N/A	●	N/A
Shelf Tags								●		●	●	●		N/A	N/A	N/A	N/A		N/A
In-Store Signage (e.g. aisle blades, floor graphics)					●			●	●	●	●	●		N/A	N/A	N/A	N/A	●	N/A

Networks earn a circle if the opportunity can be purchased directly through the network as part of a campaign. Opportunities that can only be secured separately through a retailer's merchant or marketing team do not qualify.

																		Uber
Augmented Reality					●										●			
Virtual Reality					●										●			
1P Data Sharing with 3P Providers/Publishers	●	●	●		●	●	●		●	●	●			●	●	●		
Dynamic Creative Optimization (DCO)/ Personalization		●	●		●		●			●	●			●				●
 EV Charging									●									
 AI Content Generator					●													



																		Uber		
JBP Process for Retail Media	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	
Retailer-Level JBP Integration	●		●	●	●		●	●	●	●	●	●	N/A	●	N/A	N/A	●		N/A	
Annual Planning/ Top-to-Tops	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
In-Store Opportunity Leverage (e.g. Distribution / Incremental display)		●			●		●				●		N/A	N/A	N/A	N/A	●		N/A	
Partner Training Programs/ Certifications		●	●		●		●		●		●					●				
Dedicated Account Reps	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Dedicated Data Analytics/ Other Resources		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Creative Flexibility (incl. Self-serve certification)	●	●	●		●	●	●	●	●		●					●	●			
First-to-Market Test & Learns	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Agency Partnerships		●	●	●	●	●	●	●	●			●				●	●		●	
Roadmap Visibility/ Collaboration		●	●	●	●	●	●	●	●		●	●				●	●		●	
Transparency into Media Rates		●		●	●	●					●	●	●			●	●		●	
Loyalty Program Alignment	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●		●	

CAPABILITY SPOTLIGHT

Generative AI- Enabled Search

In our overview of AI-driven marketing personalization in the last Report Card, we noted that machine learning and advanced algorithms can be used to analyze vast amounts of consumer data, letting retailers and brands understand the individual preferences, behaviors, and purchase histories of their target audience and, using that deeper knowledge, create hyper-relevant marketing campaigns. Now, retailers are giving that knowledge directly to the shopper by using generative AI to power their search engines.

A search request executed by genAI explores a deep field of contextual signals and behavioral data to deliver results containing the most relevant products. In the case of a new tool from Walmart, the contextual signal is vastly improved; rather than searching for product types or brands, the shopper can type an idea or topic into the search bar. For example, “football watch party” would generate unique cross-category results reflecting the shopper’s demographics, location, and even the weather.

These emerging technologies empower shoppers to find products more intuitively, using natural language queries that reflect their unique preferences, needs, and intentions. They’re ushering in a dynamic, interactive shopping experience that significantly expands traditional search-based models — and throws the proverbial monkey wrench into the keyword-focused search strategies of brands.

With 66% of consumers starting their product searches on retailer websites and the top three results accounting for 64% of search-page clicks, paid search receives the lion’s share of retail media spending. GenAI is flipping the search paradigm from keywords to natural language, which will force brands to completely rethink their organic (SEO) and paid (SEM) search strategies.

NOTABLE RETAILER RELEASES

Amazon: In beta among a subset of U.S. shoppers, “Rufus” is a personalized shopping assistant that responds to user questions with recommendations based on Amazon’s extensive product catalog, customer reviews, and other information sources. In addition to steering consumers to the most relevant products, Rufus can guide them all the way through the shopping journey, starting with general information about “What to consider when buying running shoes?” all the way down to outlining the qualities of a particular item.

Walmart: Currently only available in its shopping app on iOS devices, Walmart’s tool lets searchers use natural-language phrases to get an AI-curated group of relevant search results from across categories. At the moment, these generalized results are still accompanied by an unobtrusive “Sponsored” product listing at the very top of the page, but it’s safe to assume that media opportunities will become more refined at some point.

Instacart: Forgotten amidst the hoopla around the recent Amazon and Walmart releases is the fact that Instacart beat everyone to the punch in early 2023 by launching an in-app ChatGPT plug-in. This tool helps shoppers plan a meal by considering what ingredients they have at home, instantly building a shopping list, then immediately getting any necessary ingredients delivered. The tool’s second generation will decipher ingredients from handwritten recipes and photos. Adoption should increase as the technology rolls out to other retailers.

WHAT BRANDS CAN DO

These and similar search tools should generate actionable insights into the search phrasing and word choices being used by consumers. But they also will necessitate a reevaluation of advertising strategies in the retail sector as usage grows, especially around paid search. As the digital shelf becomes more personalized and condensed, the emphasis will likely shift from broad-based search visibility to targeted, shopper-specific engagement.

While it’s still unclear what impact these tools will have on retail media opportunities, here are a few things brands can start doing immediately:

1. Leverage search data from your retail media network partners to identify new search term targets via broad-match targeting and test terms. Proactively deploy topic-based keyword targets in paid search and build on this tactic as adoption of the new tools increases.
2. Use and optimize all the content fields in your product page setup. The more content you provide, the more data “fuel” you’ll have for the algorithm.
3. Scrutinize your product reviews. They carry vast amounts of information about the product user experience that likely will play a critical role in these more intuitive search results.
4. Stay ahead of the solution rollouts. It won’t take long for these retailers to formally unveil paid search and other media opportunities around the tools. Be first in line for the test & learns.

PLATFORM PROFILES



KEY PARTNERS

CitrusAd
Catalina
Neptune Retail Solutions
Volta

LiveRamp
Quotient
Vibonomics



RECENT DEVELOPMENTS

In-store attribution is now included in reports for sponsored product and onsite display campaigns through an Onsite Enhanced Dashboard.

Search campaigns for the Food Lion website are available through CitrusAd alongside AD's other store banners.

In-store audio advertising is now available through media partner Vibonomics.



ON THE HORIZON

A beta test for in-store TV/video launched in February, and additional offsite ad opportunities will soon be available through Snapchat, YouTube, and video.

AOD

retail media

RETAILER
Ahold Delhaize USA

YEAR LAUNCHED
2023

AUDIENCE SIZE
30 million



ANALYSIS

Entering its second year, AD Retail Media continues building out new measurement capabilities, ad tactics, and other improvements to level up to more-established networks. The network is focused on working with industry association IAB on its guidelines, as well as providing advertisers with more resources to reach shoppers across the path to purchase.



OVERVIEW

A division of Peapod Digital Labs, the digital, ecommerce and commercial company of Ahold Delhaize USA, AD Retail Media operates an end-to-end solution supporting the Stop & Shop, Food Lion, Giant Food, The Giant Co., and Hannaford store banners. The platform offers a robust capability suite that includes sponsored search, social, onsite display, offsite display, CTV, and digital out-of-home (including Volta charging stations in store parking lots).

The platform rolled out in full force during year one, bringing several new capabilities to the marketplace while consolidating all of AD's store banners. AD Retail Media now provides closed-loop reporting, some holistic shopper data, and an enhanced, unified methodology for omnichannel measurement that lets advertisers measure across onsite and offsite channels.



KEY PARTNERS

Google Suite
 Neptune Retail Solutions
 Vestcom
 LiveRamp

The Trade Desk
 Criteo
 Capgemini



RECENT DEVELOPMENTS

To help deliver total business impact for advertisers, Albertsons Media Collective is coordinating the integration of media with merchandising opportunities during seasonal in-store events.

Self-serve media mix modeling for CTV campaigns is now available via The Trade Desk.

A pilot is underway for video advertising at store gas pumps.

The Collective also recently introduced a new reporting dashboard.



ON THE HORIZON

A new partnership with Capgemini brings generative AI tools expected to unlock deep learning insights for media planning and also optimize creative versioning in real time.

Testing of a mass-reach digital circular with YouTube has entered the second stage.

Digital billboards and other DOOH placements will soon be available.

**ALBERTSONS
 MEDIA
 COLLECTIVE**

YEAR LAUNCHED
 2022

AUDIENCE SIZE
 100 million



ANALYSIS

The Collective is continuing efforts to enhance its targeting and measurement capabilities. It also is committed to working with the IAB to develop industry-wide standards.



OVERVIEW

Albertsons Media Collective is a leader in the retail media marketplace, as evidenced by its efforts around standardization. Internally, too, it is constantly evolving and improving in the Key Performance Areas of targeting, measurement, and partnership.

Targeting capabilities include both customization opportunities and predefined audience subsets, along with the ability to leverage first-party audience data across all channels: onsite, offsite, social, and CTV.

The Collective provides closed-loop reporting and holistic shopper data along with true incrementality readings, giving advertisers transparency into their activity across tactics.

It also is aligning with industry leaders to provide advertisers with the right solutions: partnering with Pinterest for closed-loop reporting and targeting; working with The Trade Desk and Google Ad Manager to connect onsite/offsite platforms.



KEY PARTNERS

All services/capabilities are Amazon-owned.



RECENT DEVELOPMENTS

Amazon Prime Video became a full-fledged advertising platform in January as the ecommerce giant began placing paid spots within its programming. This shift in strategy is expected to have a major impact on the digital advertising landscape.

In stores, advertisers can now reach shoppers at Whole Foods Market and Amazon Fresh via digital signage.

The ecommerce giant also expanded its content holdings by taking a minority ownership stake in Diamond Sports Group's Bally Sports regional TV networks, giving it the rights to stream games on Amazon Prime.



ON THE HORIZON

Currently available only in the Amazon app, "Rufus," the recently launched GenAI-powered shopping assistant, lets users ask questions rather than input keywords, creating more of a curated shopping experience than a hunt for products and possibly having a major impact on future search strategy.

Otherwise, given its standard practice of timing most major releases to the fourth-quarter Accelerate conference, Amazon should have a quieter first half of 2024.



ANALYSIS

Amazon's recent ad tech upgrades have enhanced cross-channel insights and audience targeting precision within Amazon DSP, elevating campaign planning and measurement efficacy. The new sponsored TV self-serve solution broadens advertiser reach across streaming platforms and democratizes access by requiring no minimum spend. Generative AI integration for image creation and the global launch of Amazon Marketing Stream signal a shift toward real-time, visually compelling ad optimization. Amazon Publisher Cloud's collaborative environment empowers publishers with data-driven programmatic deal activation by leveraging first-party and Amazon Ads insights.



OVERVIEW

Amazon remains the undisputed leader in the retail media marketplace. Beyond the unrivaled volume and sophistication of the first-party data it holds, the depth and reach of its audience opportunities go above and beyond what any other network is currently offering.

amazon advertising

YEAR LAUNCHED
2012

AUDIENCE SIZE
150 million+



KEY PARTNERS

Criteo
Google



RECENT DEVELOPMENTS

The extensive partnership forged last year with Roku applies the retailer's first-party shopper data to audience targeting and closed-loop measurement for campaigns on the streaming TV platform.

Speaking of partnerships, Best Buy is available through the recently launched Criteo Commerce Max self-serve DSP, which is giving brands and agencies a single point of entry across various onsite and offsite retail media inventory.

Among other recent enhancements, Best Buy Ads has expanded self-serve reporting capabilities.



ON THE HORIZON

Best Buy Ads is focusing on strategic partnerships as an innovation driver to further enhance its tech stack. The platform continues to develop ways for advertisers to leverage Best Buy's first-party data across the media landscape, including within data clean rooms and additional partnerships.

Best Buy. Ads™

YEAR LAUNCHED
2022

AUDIENCE SIZE
180 million



ANALYSIS

In the past year, Best Buy Ads has been deeply focused on leveling up to match the capabilities of more-established retail media networks and has caught up quickly in terms of channels and measurement. The network's mix of ecommerce and in-store activation opportunities allows advertisers to reach shoppers across the complete consumer electronics path to purchase.



OVERVIEW

Best Buy Ads has quickly gained parity with other retail media networks in the short time since its launch in 2022. After spending the first year developing channel and measurement capabilities, the team is now focused on continued relationship building and volume growth.

Recent plans have involved a focus on media execution to drive shopper engagement and conversion. In-store elements are key to this effort, as shoppers typically research higher-priced goods across the entire path to purchase.

The focus in 2024 will be measured channel expansion, with current capabilities tested and enhanced.



ANALYSIS

The ability to target across 74 million CVS ExtraCare loyalty program members gives CMX advertisers an extensive opportunity to effectively reach specific groups of shoppers, including best-in-class health & wellness audiences. Advertisers receive wrap-up reports that include segment-level breakdowns on how campaigns performed against each target audience.



OVERVIEW

CMX is a sophisticated advertising platform that capitalizes on consumer data and insights to provide highly targeted advertising opportunities. The platform harnesses a wealth of customer data obtained through the ExtraCare program, which includes in-store and online platform data.

While CMX predominantly caters to health and wellness-related categories, its audience extends beyond that scope to encompass strong customer segments in beauty and convenience categories such as beverages and snacks.

The platform's strength lies in its ability to personalize advertising effectively. By leveraging its extensive customer data, CMX ensures that ads served to CVS shoppers are highly relevant, enhancing the efficiency and impact of campaigns.

One area of opportunity for CMX involves improving omnichannel optimization by strengthening the integration between online and offline channels. Enhancements here would create seamless and consistent advertising experiences across different touchpoints, allowing for a more cohesive and effective ad strategy.



CVS Media Exchange

YEAR LAUNCHED
2020

AUDIENCE SIZE
74 million



KEY PARTNERS

Criteo
The Trade Desk
LiveRamp
Pandora
Spotify

Google
Meta
Pinterest
iHeart Radio
Crealitytics



RECENT DEVELOPMENTS

As one of a select few networks in beta partnership on Pinterest's clean room initiative with LiveRamp, CVS Media Exchange (CMX) is continuing its commitment to transparency in attributed sales and campaign data.

Elsewhere, an expansion of premium onsite and app inventory is underway, as are attribution-focused enhancements to the CMX Performance Dashboard designed to deliver more transparent, actionable metrics — among them brand halo and featured SKU-level attribution, along with video completion rate.



ON THE HORIZON

CMX's commitment to improving partner access includes the development of exclusive self-serve options and additional data clean room opportunities. Innovative approaches to audience building are also underway, such as a new collaboration with The Weather Channel to provide weather-based campaign triggers. CMX is exploring additional placement opportunities, too, such as premium video and expanded onsite placement. It also is looking at new omnichannel opportunities to connect in-store creative with digital campaigns — while continuing to ensure that all channels (both existing and new) are measurable to maximize campaign performance.



KEY PARTNERS

Goodway Group
Bohan
LiveRamp
Criteo

Google Ad Manager
The Trade Desk
Neptune Retail Solutions
Vestcom



RECENT DEVELOPMENTS

Dollar General Media Network has been extremely active lately, scaling its self-serve audiences within The Trade Desk while launching both syndicated and custom audiences for endemic and non-endemic advertisers.

An exclusive launch on Meta includes iROAS measurement, and YouTube advertising also has measurement capabilities.

Meanwhile, advertisers are now able to use their own creative, which doesn't need to be co-branded with the DG logo. Brands also now can activate self-serve onsite search via Criteo

On the store front, DG opened its 20,000 store, 5,000 of which now offer produce in addition to packaged goods.



ON THE HORIZON

This quarter, DGMN will launch self-serve onsite sponsored product ads in conjunction with Criteo, which took over the onsite tech stack last fall.

The partnership with DoorDash to provide last-mile fulfillment for online orders continues to expand.

DGMN

RETAILER/RETAIL MEDIA NETWORK
Dollar General /Dollar General Media Network

YEAR LAUNCHED
2022

AUDIENCE SIZE
90 million



ANALYSIS

DGMN has established a new insights team to support brands and agencies in fulfilling their reporting and measurement needs, understanding media performance, and improving ROI (both ROAS and iROAS).

The network offers unduplicated reach of the hard-to-find and hard-to-measure rural customer — 80% of Dollar General stores serve markets of 20,000 or fewer residents.



OVERVIEW

The DGMN platform leverages the retail giant's extensive reach to offer targeted advertising solutions. Its strength lies in the vast customer base drawn by the 20,000+ physical Dollar General locations (75% of U.S. residents live within five miles of a store), which provides advertisers with a broad audience. The network utilizes in-store and digital channels, allowing brands to engage with shoppers at multiple touchpoints and enhancing the effectiveness of ad campaigns through a connected customer experience.

Opportunities for growth include expanding digital capabilities, refining data analytics for more precise targeting, and forging strategic partnerships to diversify ad offerings, ultimately strengthening DGMN's position in the retail media landscape.



KEY PARTNERS

Pacvue

Flywheel



RECENT DEVELOPMENTS

DoorDash continues to invest in its core offerings, launching keyword and negative keyword targeting on sponsored products last quarter and introducing sponsored brands — allowing CPGs to run brand-curated carousels — in first-quarter 2024. Now brands have full funnel marketing solutions within the DoorDash app.

When discussing its fiscal-year 2023 results in February, DoorDash reiterated its ongoing focus on building tools that will solve problems for shoppers, merchants and its field force of Dashers. With both total orders and revenue increasing during the year, the on-demand delivery vendor remains positioned as a strong partner with plenty of room for growth in the retail media space.



ON THE HORIZON

Building on the launch of sponsored brands, the DoorDash roadmap will continue to test new ways of engaging shoppers throughout their journey. The platform is building capabilities in the Ads Manager portal and with its API partners (FlyWheel and Pacvue). DoorDash will also expand its off-app pilot programs with Meta, Roku, and Google (the last for Product Listing Ads).

DOORDASH Advertising

YEAR LAUNCHED

2021

AUDIENCE SIZE

37 million active users;
18 million DashPass/Wolt+ subscribers



ANALYSIS

DoorDash has expanded its media offerings across search and display over the last year, including the launch of branded collections and self-serve search capabilities. This has given brands new opportunities to win on the platform.

The ability to target at either the retailer-specific or national/retailer-agnostic level gives DoorDash a strong point of differentiation from traditional retailers.



OVERVIEW

With over 100,000 retail stores on its marketplace, DoorDash continues to grow and evolve as a platform. It consistently rolls out beta tests for advertisers while actively looking for their feedback on its offerings. The platform remains focused on improving capabilities on core products and reporting while also testing new opportunities such as off-app programs, partnering with brands to activate during critical consumer moments.



KEY PARTNERS

CitrusAd
Epsilon

The Trade Desk



RECENT DEVELOPMENTS

As part of its efforts to become a strong partner for brands, Gopuff released a “Brand Bowl Report” that analyzed shopper behavior during the NFL Super Bowl in February. The report examined the immediate impact that in-game commercials had on Gopuff product sales; what shoppers ordered before, during, and after the contest; snacking trends in the competing cities; and other trends.

In January, Starbucks announced a partnership through which Gopuff will handle late-night and overnight deliveries for the coffeeshop chain.



ON THE HORIZON

No information available.

gopuff Ads

YEAR LAUNCHED
2021

AUDIENCE SIZE
Not disclosed



ANALYSIS

Gopuff Ads is an extremely versatile platform that partners closely with brands and agencies. It stands out among on-demand services platforms through an ability to personalize the shopper experience by leveraging cutting-edge innovation, experiential marketing, sampling offers, and social commerce opportunities.

Gopuff continues to grow and evolve as both a retail media platform and a business. Media placements across the Gopuff platform have been performing well.



OVERVIEW

Gopuff is an innovative platform that’s eager to develop exciting partnerships between brands and media. The company has worked with media companies, TV shows, and retailers in unique ways to generate buzz and build the customer base.



ANALYSIS

With a focus on personalized experience, RedMedia believes that no two customers need to see the same thing because they don't shop the same way. Its most unique offering is the pay-for-conversion model for sponsored search, where brands only pay when someone actually purchases the product. This network is one to watch in terms of future capabilities.



OVERVIEW

Hy-Vee is known in the grocery channel for being an employee-owned innovator. With RedMedia, Iowa-based Hy-Vee wants to provide brands with the tactical capabilities needed to build omni-commerce and customized plans to boost performance and drive awareness among its loyal shoppers.

The retailer is partnering closely with top digital vendors and touting a first-of-its-kind, pay-per-conversion model as best in class. With a shopper base that is 80% digitally engaged, RedMedia can give brand partners a path to success online.

The platform's targeting opportunities allow advertisers to reach the right shoppers across all stages of the purchase funnel, using first-party data to target Hy-Vee's 7 million+ households and closed-loop reporting to measure results. What's more, RedMedia has been integrated into JBPs for Hy-Vee's top customers.

In 2024, we expect to see Hy-Vee continue to expand its capabilities across targeting and reporting, while growing its in-store digital presence across locations.



RETAILER/RETAIL MEDIA NETWORK
Hy-Vee / RedMedia Group

YEAR LAUNCHED
2022

AUDIENCE SIZE
10.5 million+



KEY PARTNERS

- CitrusAd
- ProdX
- Neptune Retail Solutions
- Vibenomics
- Merrkle
- Samsung
- Quotent
- TruRating
- Daymon Interactions
- AdsPostX



RECENT DEVELOPMENTS

Hy-Vee RedMedia recently expanded its in-store media offerings by adding 10,000 digital screens and pin pad customer surveys at checkout, along with numerous P-O-P assets.

On the digital front, the network has enhanced personalization through a refresh of both the website and app.



ON THE HORIZON

In the works are a new Consumer Development Platform dashboard, multi-touch attribution, checkout screen banners in-store, and a new influencer portal.



KEY PARTNERS

Pacvue
Perpetua
Skai
The Trade Desk

Stackline
Flywheel
Tinuiti

Retailer Targeted Demand Partners (Carrot Ads): Sprouts, Price Chopper/Market 32, Tops Friendly Markets, Schnucks



RECENT DEVELOPMENTS

Instacart’s advertising partners are now able to leverage the company’s shopper data for advertising in Google Shopping, enabling campaigns that will reach relevant audiences as they conduct searches and seamlessly drive them to Instacart for purchase.

Ad solutions are also expanding to Caper Carts, the company’s AI-powered smart carts. Currently in pilot at Good Food Holdings stores, the ad program will bring dynamic, personalized product offers and recommendations to the physical store aisle and introduce new product discovery experiences.

Instacart says Caper Cart shoppers spend 30 minutes longer in the store. The company promises to have thousands of Caper Carts deployed across a number of retailer partners by the end of 2024.



YEAR LAUNCHED
2019

AUDIENCE SIZE
7.7 million monthly orderers



ON THE HORIZON

No information available.



ANALYSIS

Instacart is a leader in on-demand delivery and offers in-depth analytics through its self-serve ad platform. Its targeting capabilities for both display and search are unique and extensive. The platform also has a variety of promotion capabilities for running coupon offers, including the ability to benefit from off-platform coupons that will show up on-platform. Instacart is expanding its off-platform reach through a partnership with Roku to pair streaming TV and online grocery delivery; programmatic offerings via The Trade Desk, Google and Meta; and the Caper Carts in-store.



OVERVIEW

As the on-demand delivery leader, Instacart is a key ad platform for CPG brands. By offering a variety of display options, search capabilities, and promotions/coupons, the platform gives brands a strong mix of on- and off-platform media. We are excited to see how Instacart will continue leverage its unique data to grow in the shopper ecosystem.



KEY PARTNERS

- Meta
- Roku
- Pinterest
- Snap
- Pandora
- The Trade Desk
- Cooler Screens
- Neptune Retail Solutions
- Catalina
- Vibonomics



RECENT DEVELOPMENTS

Kroger Precision Marketing (KPM) continues to enhance its partnership with The Trade Desk, which decouples retail audience costs from inventory and measurement. Throughout 2024, the partnership will expand to include additional reporting metrics that will help advertisers drive stronger business outcomes.

KPM is accelerating development of the Kroger Ad Platform, the in-house self-serve ad platform that launched last October. Initial improvements centered on basic setup and optimization functionality, but advanced features are on the roadmap for the first quarter and later in the year.



ON THE HORIZON

KPM is committed to proving that its audience insights will make every media channel more effective. Its sizable team of data scientists already use multiple machine-learning models to pre-optimize audiences. Watch for KPM to introduce more ways for brands to apply retail insights across a broader media ecosystem.

Also, KPM has made clear its intention to expand the self-serve platform to offsite media channels in the future.

Meanwhile, the previously announced in-store expansion with Cooler Screens will continue rolling out to more markets across the U.S.



YEAR LAUNCHED
2017

AUDIENCE SIZE
62 million households



ANALYSIS

After six years of building a strong foundation, KPM has turned its attention to rapid evolution and innovation. While its platform migration has been bumpy, the teams are responding quickly and listening to advertiser input. With advanced targeting capabilities, the foray into decoupled data has been proving successful. KPM has also shown greater connectivity across its insights, loyalty, and merchandising partners at Kroger. This connectivity is helping to build more integrated plans with stronger business outcomes. Both Kroger and KPM are looking for 2024 to be a growth year, with the looming Albertsons merger for the former and an aggressive product roadmap for the latter.



OVERVIEW

As a pioneer in retail media, Kroger Precision Marketing is mature in its capabilities yet still growing. With 20+ years of loyalty card data, KPM has some of the richest insights and targeting capabilities available. And while 90% of sales occur in stores, 27% of loyal customers are engaging in ecommerce, whether to make purchases or just use Kroger's online shopping tools like digital coupons. And digital sales grew in double digits every quarter of fiscal 2023.

KPM focused its efforts in 2023 on improving self-serve capabilities such as decoupled targeting and inventory through DSP, along with launching the Kroger Ad Platform. In 2024, the focus will be refining and expanding Kroger Ad Platform's capabilities and further enhancing its reporting.

Kroger approaches partnership very differently than other retail media networks, in that media agreements are not tied to total business JBPs. This gives both KPM and merchandisers customer-first autonomy, but it requires greater coordination across the two businesses to develop fully integrated plans touching the entire path to purchase.



KEY PARTNERS

Criteo
CitrusAd
The Trade Desk

LTK
MiQ
Google Ad Manager



RECENT DEVELOPMENTS

Roundel's self-serve platform, Roundel Media Studio, launched with Target Product Ads (sponsored products) in February. Additional channels are planned to be added throughout 2024.

Roundel has also started client tests in TikTok, Meta catalog ads and digital out of home with sales measurement, and YouTube masthead placements.

Category Search Term Sponsorship was sunsetted and replaced with a more efficient Search Spotlight solution that lets advertisers buy the highest available placement on the page. With the shift, an algorithm now determines which terms are sponsored rather than brands selecting them.

Elsewhere, Roundel has reduced rates for some placements, including the product listing page and Meta awareness tactics. Social products can now be purchased based on KPI, with cost-per-click pricing. A new sticky ad placement moves with guests as they scroll down the page.



ON THE HORIZON

Roundel Media Studio expects to add new features to improve performance. More channels are expected over the course of 2024.

The Kiosk self-serve reporting platform plans to improve usability, navigation, and reporting. Kiosk's goal is to become the advanced analytics complement to Roundel Media Studio's data.

Machine learning-developed audience segments powered by Target guest data will launch to further improve performance. Roundel also plans to enhance optimization through signal sharing with key partners to further leverage the retailer's first-party data.

Roundel™

RETAILER
Target

YEAR LAUNCHED
2018

AUDIENCE SIZE
160 million



ANALYSIS

Roundel's focus in 2024 is the move to self-serve. It will be interesting to see if display channels continue to be offered via deal IDs, or if execution flexibility will be available. Roundel continues to expand onsite ad units and offsite channels and inventory. It has committed to improving Kiosk, and measurement methodology is promising. Tactically, Roundel is continuing to recruit brands for investment in Google Search to increase Target.com site traffic.



OVERVIEW

Roundel's value proposition has always been to leverage its first-party data and owned/operated channels to drive sales growth for brands in-store and online. The last year has been devoted to shoring up data management and site infrastructure to deliver better-quality results. There also is a clear focus on shifting from a primarily managed model to self-serve through the launch of Kiosk and Roundel Media Studio. By the end of 2024, we expect many more channels to be available in the platform.

The shift to self-serve frees up internal resources to concentrate on innovation while also saving costs. This move will require brands and their agencies to reevaluate scope to support their initiatives with Target.

Elsewhere, Roundel has begun to engage its internal data & analytics teams to support annual learning plans that give structure to test & learn methodologies and improve performance for brands and Target alike.



KEY PARTNERS

The Trade Desk
Circana
LiveRamp
Pacvue
CommercelQ

Skai
Flywheel
Stackline
Pinterest
Harvest Group



RECENT DEVELOPMENTS

Sam's Club MAP (Member Access Platform) has launched full-funnel video advertising onsite, in-app, and offsite. Advertisers can layer connected TV ads and sponsored videos with deep first-party data to unlock sophisticated targeting and reach new-to-brand and lapsed members, drive awareness for new item launches, and create a synergistic video experience.



ON THE HORIZON

Sam's Club MAP will continue expanding the ad product suite while evolving its ad tech partnership strategy to provide member-additive ad experiences. MAP also will continue developing and providing training programs through exclusive strategic partnerships.

Interactive PDP (product detail page) videos will soon be added to the video offerings.

sam's club
map

RETAIL MEDIA NETWORK
Sam's Club Member Access Platform (MAP)

YEAR LAUNCHED
2022

AUDIENCE SIZE
Not disclosed



ANALYSIS

Sam's Club MAP has made huge strides during its first year. Current offerings provide a multitude of ways for advertisers to engage members based on specific KPIs. MAP still has opportunities to expand its offerings into more channels, including Meta and influencers.



OVERVIEW

MAP offers a wide range of media offerings, from search to display and programmatic, while providing potentially industry-leading measurement practices by offering transparency and real-time data access.



KEY PARTNERS

Criteo
CitrusAd

Pacvue



RECENT DEVELOPMENTS

Shipt now has the ability to gauge the unique impact of each specific tactic within a campaign through multi-touch attribution modeling, either in-flight or post-event.

It also now provides templated and custom audiences for media targeting on the platform.



ON THE HORIZON

No information available.

Shipt

YEAR LAUNCHED
2018

AUDIENCE SIZE
Not disclosed



ANALYSIS

Shipt supports home delivery for a broad range of retailers in addition to parent Target, so the platform can target shoppers at the retailer-specific or national/retailer-agnostic level.

Revamped upper-funnel onsite display and offsite social media capabilities are helping brands win across the path to purchase.

We're assuming that a deeper integration with Target will happen at some point on the innovation roadmap.



OVERVIEW

Shipt is a key player in the on-demand delivery space with lots of room to grow. The platform's display offerings are very straightforward, which leaves room to evolve creatively. Partnering with CitrusAd for search will improve keyword capabilities and bid multipliers. We are excited to see the first-party data sharing opportunity coming in 2024.



KEY PARTNERS

Criteo
The Trade Desk
Google Ad Manager



RECENT DEVELOPMENTS

Uber Advertising recently expanded sponsored product placements across nine global markets (U.S., UK, Canada, France, Australia, Japan, Chile, Mexico, Brazil). It also unlocked advertising for alcohol and other restrictive categories across select markets.

Outside of the retail media network, Uber will offer “alpha” access to programmatic buyers activating the “mobility offering” in the U.S. through Journey Ads on the rider app. Advertisers will be able to access the inventory via programmatic guaranteed deals through the DSPs of Yahoo, The Trade Desk, or DV360.

Elsewhere, Uber officially launched in-car tablet ad supply programmatically across the Vistar Media and Place Exchange SSPs. Advertisers can also access the supply through their DSP of choice. The tablets can support either display or video creatives (up to 30 seconds long). The placements can be driven to the RMN or external platforms within Uber guidelines.



ON THE HORIZON

Outside of the network, Uber’s in-car tablet program will expand to over 30 U.S. markets by mid-2024. As penetration becomes national, the revamped rider experience will focus on new user design and contextually relevant content (travel, dining, lifestyle/activities), opening new avenues for ad and branding opportunities. Leveraging Uber’s first-party data, each rider’s experience will be tailored to their distinct user profile or destination.

Uber Advertising

YEAR LAUNCHED
2022

AUDIENCE SIZE
150 million global monthly users



ANALYSIS

Uber is a growing platform with unique offerings for providing engaging branded experiences. On Uber Eats, brands can promote across an expanding network of grocery, convenience, and alcohol retailers to reach high-intent shoppers in real time.

To guide winning strategies, brands can analyze performance on the SKU level, using first-party reporting and measurement to quantify results.



OVERVIEW

Having both the ride and delivery platforms makes Uber a truly unique on-demand provider. The numerous consumer touchpoints it offers let brands reach consumers in just about any location, on-premise or off. Uber also delivers a unique solution for brands looking to bridge the on- and off-premise divide and capture consumer attention throughout the shopping journey.



KEY PARTNERS

Circana
Criteo
Epsilon

Neptune Retail Solutions
The Trade Desk



RECENT DEVELOPMENTS

Walgreens Advertising Group's owned & operated ad inventory has expanded through additional placements on Walgreens.com and the retailer's mobile app. The growth came through exclusive inventory at Google Ad Manager.



ON THE HORIZON

WAG is implementing greater alignment and synchronization with the myWalgreens loyalty program and the retailer's digital commerce offerings. It also will continue expanding the owned & operated opportunities, both onsite and in-app.

The roadmap includes integrated brand experiences across ecommerce, loyalty and WAG digital advertising, as well as omnichannel measurement with combined in-store & online sales.

Wag

RETAIL MEDIA NETWORK
Walgreens Advertising Group

YEAR LAUNCHED
2020

AUDIENCE SIZE
113 million



ANALYSIS

WAG is a modern personalization engine that can leverage insights from 113 million+ myWalgreens loyalty program members and one billion daily digital customer touchpoints to give brands more meaningful ways to connect with shoppers. Real-time SKU-level optimization based on daily transactions is available via WAG's programmatic DSP and clean room.



OVERVIEW

WAG offers advertisers access to a diverse, widespread customer base. Its strengths include the footprint of 8,600+ Walgreens stores and an award-winning app, which combined enable brands to effectively reach a broad demographic. The platform's integration of in-store and digital ad channels enhances brand visibility and engagement, and Walgreens' overall focus on health & wellness gives advertisers a uniquely targeted audience.

Opportunities for growth include advancing digital ad capabilities within owned properties for onsite and email, and refining data analytics to deliver greater transparency into media campaign performance.



KEY PARTNERS

The Trade Desk	Meta
LiveRamp	Roku
TikTok	NBCU
Pinterest	



RECENT DEVELOPMENTS

Walmart Connect (WMC) has made a number of updates and improvements to its ad management and measurement tools, and added opportunities to its general audience ad offerings.

Among the enhancements are the introduction of brand terms targeting in search, which now allows advertisers to bid on competitive brand terms; the launch of TikTok programs to all advertisers; the rollout of brand shops to first-party and third-party advertisers; and improvements to ad tools like advanced insights for API partners.



ON THE HORIZON

In April 2024, WMC will transition to a fully programmatic offering and an auction-based pricing model for all onsite and offsite media. This currently only impacts managed service onsite, since managed service offsite as well as self-serve onsite/offsite are already auction-based. The platform is currently claiming to see up to 30% CPM savings.



YEAR LAUNCHED
2017

AUDIENCE SIZE
130 million weekly visitors



ANALYSIS

Walmart is dedicated to investing in its media offerings to become a top 10 ad business overall — not just the leader among RMNs. The additions and enhancements made to their measurement tools and media products over the last year have resulted in more strategic, KPI-driven campaigns and improved performance for advertisers. However, there is still room for improvement with media opportunities.



OVERVIEW

WMC has a robust ad product offering that features closed-loop measurement and tools that allow advertisers to execute media either through self-serve or a white-glove managed service offering.

With 90% of the U.S. population shopping at Walmart and the improvements and enhancements made to the platform over the last year, Walmart Connect is a good fit for advertisers looking to test sequential messaging from national to shopper media.



GLOSSARY

Details and definitions for the evaluation criteria across the 5 Key Performance Areas

GLOSSARY

TARGETING

Audience Scale	The retail media network has an audience of at least 50 million shoppers.	Behavioral Targeting	The ability to target campaigns based on specific shopping activity on the retailer's website such as browsing or search.
Audience Growth	The retail media network's audience has grown by at least 10% year over year.	Contextual Targeting	The ability to place ads in specific locations on the retailer's website or within relevant content off-platform.
Purchase-Based Targeting	The availability of a proprietary first-party database of shopper sales data.	Demographic Targeting	The ability to target campaigns to specific personal characteristics.
Keyword Targeting	The ability to buy top-of-page placement in the search results of keywords or target ads based on keyword searches.	Competitive Conquesting	The ability to target campaigns to your competitors' shoppers.
Geo-Targeting	The ability to target campaigns to specific locations such as ZIP codes or store footprints.	Templated Audience Segments	The ability to leverage pre-built audience segments (such as holiday entertaining or Millennial shoppers) that are available to all advertisers.

GLOSSARY

TARGETING

Custom 1P Audiences

The ability for the advertiser to create unique “from scratch” audience segments from the retailer’s first-party data that are not available to other advertisers.

Clean Room/ Brand Audience Ingestion

The ability to share anonymized brand data for targeting and measurement.

Retargeting/ Site Pixeling

The ability to leverage tracked behavior on the retailer’s platform to conduct retargeting campaigns.

Retailer Targeting

On cross-retailer platforms (like DoorDash), the ability to target campaigns at the retailer level. On retailer platforms, the ability to target campaigns at the banner level (e.g., Ralphs vs. King Soopers at Kroger).

GLOSSARY

MEASUREMENT & REPORTING

Standard Media Metrics	Commonly accepted methods of digital media measurement such as impressions, click-through rate, and cost per click.	Viewability, Fraud Transparency	The retail media network provides access to, or the ability to utilize, outside ad quality measurement tools (like MOAT, DoubleVerify, or IAS).
Closed-Loop Attributed Sales & ROAS	The use of the retail media network's own 1P data to measure sales and resulting ROAS (return on ad spend).	Self-Serve/Real-Time Reporting	The ability for advertisers to access reports directly, in as close to real time as possible.
100% Deterministic Sales Data	The retail media network exclusively leverages 1P data for reporting rather than modeled or extrapolated data.	Media Mix Modeling	The ability to gauge the unique impact of each specific tactic within a campaign through multi-touch attribution, mixed modeling, or predictive analysis, either in-flight or post-event.
Total Omni Sales Data	The retail media network reports both online and brick & mortar sales impact.	Custom/Ad Hoc Analysis	The ability for advertisers to create or request their own custom analysis/reports. These can include analysis at the targeted audience and creative versioning levels.
% New Buyers	The retail media network reports the number or percentage of buyers who are new to your brand.	Basket Analysis	The ability to analyze other products purchased along with the advertised brand.
Sales Lift & iROAS (via A-B/exposed vs. unexposed test)	The ability to measure a campaign's sales impact by conducting A/B (Exposed vs. Unexposed) testing on the retail media network's audience.	Rest of Market Analysis	The ability to measure a campaign's impact on incremental sales at other retailers.
Sales Lift & iROAS (True incrementality)	The ability to measure a campaign's true incremental sales impact by analyzing granular data points among actual buyers such as new-to-brand, purchase frequency, or basket ring.		

GLOSSARY

MEDIA OPPORTUNITIES

AR/VR	The retail media network is creating shopper engagement opportunities around the emerging technologies of augmented and virtual reality.	Self-Serve Programmatic	The network has a demand side platform (DSP) or private marketplace (PMP) that lets advertisers directly manage offsite programmatic campaigns.
1P Data Sharing	The platform lets advertisers use its 1P data for campaigns handled by 3P service providers/publishers outside of its own partner network.	Shoppable Content	The network offers opportunities for advertisers to create shoppable content (such as recipe pages or click-through videos).
Dynamic Creative Optimization (DCO)	Advertisers are able to use 3P creative tools (such as AdForm or Flashtalking) to mass-personalize ad experiences to drive shopper engagement.	Livestream Shopping	The network hosts live sponsored shopping events on digital platforms or has partnerships available to stage them.
Self-Serve Onsite Search	The network allows advertisers to launch, measure, and optimize search activations for in-grid or banner ads via self-serve ad platforms, either through the retailer's own platform or 3P services such as Criteo, CitrusAd, and Pacvue.		
Self-Serve Onsite Display	The network has a platform allowing advertisers to directly manage onsite display campaigns		

GLOSSARY

INNOVATION

AR/VR	The retail media network is creating shopper engagement opportunities around the emerging technologies of augmented and virtual reality.
1P Data Sharing	The platform lets advertisers use its 1P data for campaigns handled by 3P service providers/publishers outside of its own partner network.
Dynamic Creative Optimization (DCO)	Advertisers are able to use 3P creative tools (such as AdForm or Flashtalking) to mass-personalize ad experiences to drive shopper engagement.
EV Charging	The network offers advertising opportunities at the electronic vehicle (EV) charging stations in store parking lots.
AI Content Generator	The network has AI tools that help advertisers create images and other content (like turning plain-background product shots into vibrant lifestyle images) to help improve shopper engagement .

GLOSSARY

PARTNERSHIP

JBP Process for Retail Media	The retail media network offers joint business planning and/or preferred partnerships for brands and agencies.	Creative Flexibility (Self-Serve Certification)	The advertiser has control over campaign creative/messages and/or can earn creative certification to develop ad units directly within the platform.
Retailer-Level JBP Integration	Retail media network activity is integrated into the broader JBP process between the retailer and advertiser.	First-to-Market Test & Learns	The network offers opportunities to conduct first-to-market test & learns on new offerings before activating them at scale.
Annual Planning/ Top-to-Tops	The relationship includes standard business opportunities such as annual planning and top-to-top meetings.	Agency Partnerships	The network establishes formal partnerships with marketing agencies that strengthen collaboration and facilitate cross-client benefits.
In-Store Opportunity Leverage	The retail media investment earns value-added activation in stores (such as increased product distribution or incremental display).	Roadmap Visibility/ Collaboration	The network openly shares its future plans with advertisers, actively seeking their input and participation in developing mutually beneficial improvements and innovation.
Partner Training Programs/ Certifications	The network offers formal training and education opportunities to help brands and agencies understand and optimize the platform.	Transparency into Media Rates	The network openly shares the rates it is charging for media opportunities.
Dedicated Account Reps	The retail media network provides advertisers with a direct point of contact.	Loyalty Program Alignment	The retailer has a loyalty program that can be leveraged for retail media network activity.
Dedicated Data Analytics/Other Resources	The retail media network has dedicated internal resources for data analytics and other key business needs.		



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