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THEMARSAGENCY



RETAIL MEDIA REPORT CARD: CANADA

A universal tool for effective cross-network evaluation

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. Spending in Canada is projected to jump 52% to \$3.8 billion in the same period to account for 23% of all digital ad dollars.

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.

With Insider Intelligence expecting brand budgets to double by 2027, and with Canadian retailers aggressively building out their capabilities to capture that spending, the time is right to begin exploring the opportunities available for brand advertisers across the Canadian retail media landscape.

A Unified Theory of Measurement

The first of these opportunities is the journey toward a unified theory of measuring retail media. To fully capitalize on the increased spending in the industry, standardizing metrics across retail media platforms has become imperative. The industry must adopt a unified lens for measuring effectiveness, ensuring clients receive comprehensive insights, irrespective of the platform. While acknowledging the challenges of navigating a still-emerging media landscape, stakeholders believe ongoing collaboration between retailers and clients will lead to significant progress in standardization and metrics in the year to come.

Across the border in the U.S. last fall, we saw the IAB propose retail media standards to ensure that the pace of spending growth is paired with a more coherent approach to measurement, retailer control, and timeliness in reporting data and analytics. We believe a similar refrain is coming to Canada, with key retailers aiming for consistent metrics — attribution, viewability, and benchmarks familiar to standard digital campaign media.

In the interim, measurement partners and AI tools continue to emerge in Canada to allow marketers to better understand campaign effectiveness. This will allow marketers to bridge the gap with the insights needed in the short term to move the needle. The true power of retail media lies in its ability to influence real-time purchasing decisions at any point in the shopping journey. In the long run, industry standardization will make it easier for marketers to reach that goal — to deploy campaigns based on business needs, to shorten lead times for executing retail media, and to activate more consistent creative across platforms.

How Retailer Data Can Fill the Gap

The second major area of opportunity involves retailer data and its contribution to end-to-end marketing campaigns. In an era where third-party data is on the decline, retailers hold a key with the frequency and recency of their first-party data. The trust placed in this data enables precise targeting, avoiding the pitfalls of generalized data and ensuring marketers reach the right audience with the right message. The retailer's task this year will be to focus on how marketers can easily digest all the data that's been mined and activate it with their consumers across the shopping journey.

With their rich first-party data sources, retailers can attribute shoppers to potential sales opportunities, optimize search criteria, and retarget effectively. It's not just about showcasing products, it's about guiding the consumer journey and closing the sale, connecting media into physical stores, closing the loop for advertisers, and creating a more connected and immersive experience. The future will include the ability to connect out-of-store behavior to in-store, down to the aisle and checkout.

Opportunities for Innovation

The last opportunity is embracing the rapid pace of change in the space. New, diversified media offerings have rolled out from many key Canadian retailers in the last year. Taken as a whole, these enhancements indicate a more omnichannel approach to retail media opportunities, with new features including offsite advertising on social media and other third-party platforms, as well as both in-store and DOOH placement. Advertisers now can deploy full-funnel campaigns.

The emergence of self-serve management platforms also presents a significant opportunity for marketers to take more direct control of their retail media campaigns. In total, the new media offerings that are coming online give marketers further insights into what moves the needle and new levers to drive brand growth.

As we collectively embrace this transformative journey, the power of retail media emerges as a pivotal force propelling Canadian retail businesses forward into the future. This is not just a story; it's a testament to the resilience, innovation, and collaborative spirit defining the future of data-driven retail media in Canada.

Making Informed Retail Media Choices

With the list of potential network partners continuing to grow, marketers 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.

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 has been publicly sharing a Retail Media Report Card that presents the foundational scorecarding elements of our evaluation process. We began by covering the U.S. marketplace in fall 2022, and have since rolled out reports for Europe, Australia/New Zealand, and now, Canada.

We hope you enjoy this first edition of our Retail Media Report Card: Canada, which we plan to release quarterly with coverage of additional platforms, evaluation of new capabilities, and ongoing updates to each network's profile. And we welcome your feedback on how to improve future editions.



USING THE SCORECARD

The Mars Agency has established 67 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 13.

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 15 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 12 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 22 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 9 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 9 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 the evaluated networks helped 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.

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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Note: 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.



EVALUATED RETAIL — MEDIA NETWORKS



Walmart



Amazon



Instacart



Loblaw







●●● Targeting Criteria



Targeting Criteria	Starburst	Amazon	Hand	Square
Audience Scale (10 million+ shoppers)	●	●		●
Audience Growth (10%+ YOY)	●	●		●
Purchase-Based Targeting (IP data)	●	●		●
Keyword Targeting (Search)	●	●	●	●
Geo-Targeting (Postal code or store-level)	●	●		●
Behavioral Targeting (e.g., Browsing behavior)	●	●		●
Contextual Targeting (e.g., Site placement/location)	●	●		●
Demographic Targeting	●	●		●
Competitive Conquesting		●	●	●
Templated Audience Segments (e.g., Holiday)	●	●		●
Custom IP Audiences (Unique "from scratch" segmentation)	●	●		●
Science-led Predictive Audiences (Likelihood to buy)		●		●
Clean Room/Brand Audience Ingestion		●		
Retargeting/ Site Pixeling	●	●		
Retailer-Level Targeting (on cross-retailer platforms or at multi-banner retailers)				●



				
Standard Media Metrics <small>(e.g., Impressions, CTR, CPC)</small>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Closed-Loop Attributed Sales & ROAS <small>(IP data)</small>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
100% Deterministic Sales Data	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Total Omni-Sales Data	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
% New Buyers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sales Lift & iROAS <small>(via A-B/exposed vs. unexposed test)</small>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Sales Lift & iROAS <small>(True incrementality)</small>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Viewability/Fraud Transparency <small>(Direct or via 3P tags)</small>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Self-Serve/Real-Time Reporting		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Self-Serve Insights		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Media Mix Modeling		<input checked="" type="checkbox"/>		
Custom/Ad Hoc Analysis	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



	Starburst	Amazon	Hand/Leaf	N Logo
Onsite Search <small>(In-grid)</small>	●	●	●	●
Onsite Search <small>(Banner)</small>	●	●	●	●
Offsite Search <small>(Google)</small>	●		●	●
Onsite Display	●	●		●
Offsite Display	●	●		●
Email <small>(Brand-sponsored spot or stand-alone)</small>	●		●	●
Mobile App Integration	●	●	●	●
YouTube				●
Facebook	●		●	●
Instagram	●		●	●
Pinterest				●
TikTok	●			
Snapchat				●
Social Influencers	●	●		
Connected TV <small>(CTV)</small>		●		●



	Starburst	Amazon	Hand/Leaf	Square
Streaming Audio (e.g., Spotify)		●		
Digital Out of Home	●			●
In-Store/Digital Sampling	●			●
In-Store Radio	●			●
In-Store Video/TV	●			●
In-Store POS				●
In-Store Digital Signage/ Digital POS	●			



Self-Serve Onsite Search	●	●	●	●
Self-Serve Programmatic		●		●
Self-Serve Onsite Display		●		
Shoppable Content	●	●		●
AR/VR		●		
Livestream Shopping		●		
1P Data Sharing		●		
Dynamic Creative Optimization (DCO)		●		
Loyalty Program Alignment		●		●



	JBP	Amazon	Hand	Square
JBP Process for Retail Media	●	●	●	●
Retailer-Level JBP Integration	●	●		
Annual Planning/Top-to-Tops	●	●	●	●
In-Store Opportunity Leverage <small>(e.g., Distribution/incremental display)</small>				
Partner Training Programs/Certifications		●		
Dedicated Account Reps	●	●	●	●
Dedicated Data Analytics/Other Resources	●	●	●	●
Creative Flexibility <small>(incl. self-serve certification)</small>		●		●
First-to-Market Test & Learns	●	●	●	●

PLATFORM PROFILES



KEY PARTNERS

Envionics Analytics	Hivestack	Meta
Flipp	Magnite	Optable
Google Index Exchange	MediaAisle	Pinterest



RECENT DEVELOPMENTS

Advance is beta-testing omnichannel measurement capabilities that will report the impact on in-store and ecommerce sales from campaigns spanning in-store, offsite, onsite, and loyalty activation.

Offsite media targeting has expanded to include socio-demographic audience segmentation.

New opportunities at Shoppers Drug Mart include sponsored products on e-commerce platforms and screen media in stores.

Elsewhere, supply chain information is now available in the Loblaw Data Insights & Analytics portal.



ON THE HORIZON

The roadmap includes: expanded online video and connected TV inventory in the Media Aisle DSP; more shoppable ad solutions, a dynamic flyer, and promo ads in offsite channels; automated campaigns for sponsored products and expansion of sponsored products across other ecommerce sections onsite; and new media opportunities on the Shoppers Drug Mart app and PC Optimum platforms.

Advance

powered by Loblaw

YEAR LAUNCHED
2019

AUDIENCE SIZE
10+ million



ANALYSIS

Loblaw is leading the way in Canadian retail media with a robust and growing menu of online and in-store offerings.



OVERVIEW

As Canada's leading grocery and pharma retailer with millions of daily visitors, Loblaw knows Canadian shoppers. The combined power of its PC Optimum program, strong retail insights & analytics, and omnichannel media experiences makes it a key strategic partner for driving customer loyalty and growth.



KEY PARTNERS

Adobe	Lucid	IAS
Lytics	Kantar	DoubleVerify
Tealium	Nielsen	Oracle



RECENT DEVELOPMENTS

Advertising in Prime Video content launched in first-quarter 2024, allowing brands to target 11 million Canadian consumers using Amazon's first-party shopping data.

In April, Prime Video Canada announced that it will air Monday Night Hockey programming exclusively throughout the NHL's 2024-25 and 2025-26 regular seasons.



ON THE HORIZON

Non-endemic brand advertisers should find plenty of opportunities to engage with Amazon audiences in 2024. Media and entertainment properties such as Prime Video and Twitch allow brands that don't sell on the Amazon Store to reach this audience at scale in premium and brand-safe environments.



YEAR LAUNCHED
2015

AUDIENCE SIZE
28M+



ANALYSIS

Recent ad tech upgrades have enhanced cross-channel insights and audience targeting precision within the 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 partners 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.



KEY PARTNERS

Pacvue
Perpetua
Skai
The Trade Desk

Stackline
Flywheel
Tinuiti

Retailer Targeted Demand Partner (Carrot Ads): Costco Same Day



RECENT DEVELOPMENTS

Instacart's ad partners are now able to leverage the company's first-party data and closed-loop insights for advertising in Google Shopping, enabling campaigns that will reach relevant audiences as they conduct searches and seamlessly drive them to Instacart for purchase.

In March, the Media Rating Council granted Instacart accreditation for impression, click, and viewability metrics across the following ad formats: sponsored product, display, shoppable display, and shoppable video. Instacart is one of the first grocery tech companies, and among the few retail media networks, to receive MRC accreditation.

Meta Advantage+ ads leveraging Instacart's retail media data are now accessible to advertising partners. The goal is to help brand partners reach the right audiences on Meta properties and seamlessly drive them to purchase on Instacart.



ON THE HORIZON

Instacart does not publicly disclose forward-looking plans.

YEAR LAUNCHED
2019

AUDIENCE SIZE
Not Provided



ANALYSIS

The leader in on-demand delivery, Instacart also 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, and growing its programmatic offerings via The Trade Desk, Google, and Meta.



OVERVIEW

A decade ago, Instacart introduced a new model for online grocery shopping and convenient home delivery. Today, the company provides retail enablement solutions for more than 1,500 retail banners across 85,000+ locations.



KEY PARTNERS

Criteo
Google
Meta

Stingray
TikTok



RECENT DEVELOPMENTS

Among recent launches were a self-serve platform for search campaigns and in-store audio advertising opportunities.



ON THE HORIZON

The roadmap is highlighted by digital product enhancements including: search buy box and Carousel ads onsite; ads in Google Shopping offsite; new in-market audiences; and digital display products.

Also in the plans are expanded offsite partnerships with Meta and TikTok, along with more in-store options through additional DOOH screens and sampling opportunities.



Walmart
Connect

YEAR LAUNCHED
2017

AUDIENCE SIZE

16.6 million unique monthly visitors;
1.5 million daily shoppers



ANALYSIS

The additions and enhancements Walmart Connect made to its 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

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



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 10 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.
Custom 1P Audiences Self-Service	Audience is landed into client account.
Science-led Predictive Audiences	Likelihood to buy.
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-Level Targeting	On cross-retailer platforms (like Instacart), the ability to target campaigns at the retailer level. On retailer platforms, the ability to target campaigns at the banner level (e.g., Shoppers Drug Mart at Advance).

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.	Self-Serve Insights	The ability to access campaign insights through a self-serve platform.
Total Omni-Sales Data	The retail media network reports both online and brick & mortar sales impact.	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.
% New Buyers	The retail media network reports the number or percentage of buyers who are new to your brand.	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.
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.		
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

INNOVATION

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.	Livestream Shopping	The network hosts live sponsored shopping events on digital platforms or has partnerships available to stage them.
Self-Serve Onsite Display	The network has a platform allowing advertisers to directly manage onsite display 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.
Self-Serve Programmatic	The network has a demand side platform (DSP) or private marketplace (PMP) that lets advertisers directly manage offsite programmatic campaigns.	Dynamic Creative Optimization <small>(DCO)</small>	Advertisers are able to use 3P creative tools (such as AdForm or Flashtalking) to mass-personalize ad experiences to drive shopper engagement.
Shoppable Content	The network offers opportunities for advertisers to create shoppable content (such as recipe pages or click-through videos).	Loyalty Program Alignment	The retailer has a loyalty program that can be leveraged for retail media network activity.
AR/VR	The retail media network is creating shopper engagement opportunities around the emerging technologies of augmented and virtual reality.		

GLOSSARY

PARTNERSHIP

JBP Process for Retail Media	The retail media network offers joint business planning and/or preferred partnerships for brands and agencies.	Dedicated Account Reps	The retail media network provides advertisers with a direct point of contact.
Retailer-Level JBP Integration	Retail media network activity is integrated into the broader JBP process between the retailer and advertiser.	Dedicated Data Analytics/Other Resources	The retail media network has dedicated internal resources for data analytics and other key business needs.
Annual Planning/ Top-to-Tops	The relationship includes standard business opportunities such as annual planning and top-to-top meetings.	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.
In-Store Opportunity Leverage	The retail media investment earns value-added activation in stores (such as increased product distribution or incremental display).	First-to-Market Test & Learns	The network offers opportunities to conduct first-to-market test & learns on new offerings before activating them at scale.
Partner Training Programs/ Certifications	The network offers formal training and education opportunities to help brands and agencies understand and optimize the platform.		

... OUR TEAM



Victoria Cromie
Managing Director



Micheline Vaughan
VP, Client Leadership



Ethan Goodman
EVP, Ecommerce & Media



Victoria Salerno
Director, Client Leadership



Jade Aylward
Director, Client Leadership



WELCOME TO
THEMARSAGENCY

We're the Connected Commerce company that leads brands and retailers to *growth* through shoppers.

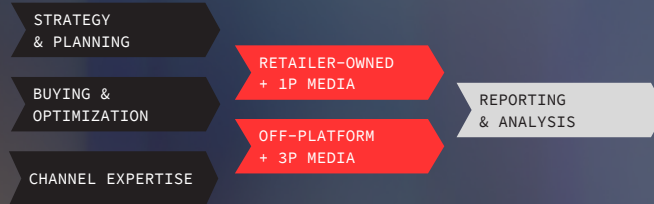
Everywhere.

OUR MISSION EVERY DAY

Make our clients' business *better today* than it was yesterday.

RETAIL MEDIA

Your one-stop shop for excelling in the Retail Media marketplace.



Helping clients secure over \$100MM in "retail leverage" gains.

E-COMMERCE

A shopper-centric approach for more impact.



Powered by the most complete Insights Suite in the industry.

DATA & ANALYTICS

Real business growth. With our proven proprietary technology & expert insights.



You need more than media metrics reported by the vendors. Marilyn® cuts through the noise to deliver the truth.

CREATIVE & CONTENT

Access to a world-class team of commerce-minded creative talent and capabilities.

