MARS UNITED COMMERCE *powered by* **marilyn**

RETAIL MEDIA REPORT CARD

A universal tool for effective cross-network evaluation

INTRO DUCTION

Here's what Google Search's new AI Overview has to say when asked about "retail media growth trends":

"Retail media networks are a growing trend in the retail industry, with revenues increasing by more than $10 billion in 2023 to $119.4 billion. RMNs are platforms where retailers sell ad space on their digital properties. … Advertiser Perceptions predicts that retail media spending will increase by 30% in 2024, accounting for one-fifth of U.S. ad spend."

Our new generative AI friend goes on to rave: "RMNs use customer data and insights to provide personalized and relevant advertisements that can enhance the shopping experience and help brands reach their target audiences."

Now that Gen AI agrees, it's official: 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 Mars United℠ Commerce now produces Retail Media Report Cards in Europe, Australia, and 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change in mindset among retail media networks, in which the transactionally focused early days of negotiations have been replaced by a greater spirit of collaboration; while the investments being "asked" of brand partners are still sizable in some cases, networks have embraced the need to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, greater reason to invest. It also is leading Mars United Commerce to continuously update and upgrade this Retail Media Report Card — which this month features more updates to network capabilities than any previous version.

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, brands are scrutinizing their options. In response, networks are working more closely with brands to earn those dollars by improving their capabilities and developing unique points of differentiation.

Brands 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 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 to 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 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, Mars United Commerce 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, Mars United Commerce is publicly sharing this Retail Media Report Card. This report presents the foundational scorecarding elements of our evaluation process for clients.

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.

After undertaking our most prodigious round of updates ever in the last report, we settled back to a more moderate level this time, although the networks themselves — most notably Best Buy and Gopuff — took the baton by rolling out an exceptional number of capabilities since last quarter.

For our part, we've initiated coverage of two new networks:

Orange Apron Media, The Home Depot's newly renamed network, which represents the Retail Media Report Card's first foray into the critical home improvement channel.

Meijer Media, the network operated by one of the nation's leading and most respected mass merchants.

We also add two more criteria to our evaluation: Predictive/Look-a-Like Audiences in Targeting and Generative AI Search in Innovation.

And our "Capability Spotlight" examines one of the most important trends in the retail media space: the integration of physical and digital environments into a seamless shopper experience (with plenty of opportunities for brand engagement, of course). See page 15.

We hope you enjoy the 7th edition of Mars United Commerce's Retail Media Report Card.

USING THE
SCORECARD

Mars United Commerce has established 80 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 New criteria added to the evaluation this quarter

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 conquesting 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 Mars United Commerce compile our 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.

Mars United Commerce has identified 43 of the 80 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 Mars United Commerce'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:

Q2 2024

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):

AD Retail Media: In-Store Radio
Albertsons Media Collective: In-Store Signage
Amazon Advertising: Meta; Associate Engagement, Shelf Tags; Generative AI Search
Best Buy Ads:, Media Mix Modeling, Targeted Audience-Level Reporting, Generative AI Search
DGMN: Creative Versioning-Level Reporting
DoorDash: Targeted Audience-Level Reporting
Gopuff: Predictive Audiences: Targeted Audience-Level Reporting, Creative Versioning-Level Reporting, Basket Analysis; Self-Serve Offsite Display, Shoppable Content; Agency Partnerships, Roadmap Visibility, Transparency into Media Rates
Instacart: Media Mix Modeling
Roundel: Predictive Audiences
Shipt: Creative Flexibility, Roadmap Visibility
Walmart Connect: Generative AI Search

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):

Albertsons Media Collective: Introduced 69 distinct demographic audience segments for campaign targeting.

Amazon Advertising: A Goal Seeking Bidder (GSB) tool lets advertisers optimize audiences based on specific objectives.

Best Buy Ads: A new partnership with CNET will produce exclusive review content for ad-adjacent opportunities.

Gopuff Ads: Transitioned to an in-house ad platform.

Kroger Precision Marketing: Programmatic capabilities now include pre-curated lifestyle segments.

Sam's Club MAP: Omni Experiences align retail media campaigns with tentpole member events.

Walmart Connect: Transitioning to a fully programmatic offering and auction-based pricing model for all onsite and offsite media.

EVALUATED RETAIL
—— MEDIA NETWORKS

Walmart

Sam's Club

Target

Amazon

Kroger

Albertsons

Hy-Vee

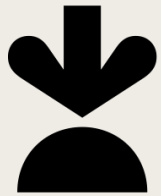AOD retail media — Ahold Delhaize

Walgreens

CVS

Dollar General

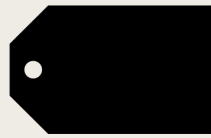DoorDash

Gopuff
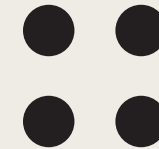
Shipt Media — Shipt

Instacart

Best Buy

Uber

Meijer

orange apron media — The Home Depot

Table Stakes

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Criteria	[dots]	[spark]	[diamond]	[target]	amazon	[cart]	[triangle]	H	A&D	W	[heart]	DG	[hook]	go	[bag]	[sprout]	[tag]	Uber	m	orange apron media
Audience Scale (50 million+ shoppers)	●	●	N/D	●	●	●	●			●	●	●	●				●	●		●
Audience Growth (10%+ YOY)		●	N/D	N/D	●	●	●					●	●	●				●		●
Purchase-Based Targeting (First-party data)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Keyword Targeting (Search)	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●
Geo-Targeting (ZIP 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., Millennial Moms)	●	●	●	●	●	●	●	●	●	●	●	●		●	●		●	●	●	●
Custom 1P Audiences (Unique "from scratch" segmentation)	●	●	●	●	●	●	●	●	●	●	●	●	●	●			●		●	●
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			
NEW **Predictive/ Look-a-Like Audiences**		●		●	●	●		●						●				●		●
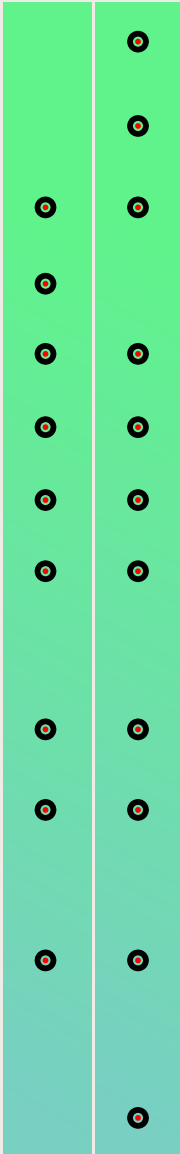
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Criteria
Standard Media Metrics (e.g., Impressions, CTR, CPC)
Closed-Loop Attributed Sales & ROAS (First-party data)
100% Deterministic Sales Data
Total Omni Sales Data
% New Buyers
Sales Lift & iROAS (via A-B/exposed vs. unexposed test)
Sales Lift & iROAS (True incrementality)
Viewability/ Fraud Transparency (Direct or via 3P tags)
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

Opportunity	Instacart	Walmart	Sam's Club	Target	Amazon	Kroger	Albertsons	(H)	A&D	Walgreens	CVS	DG	(13)	go	(15)	(16)	(tag)	Uber	m (green)	orange apron media
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		●	
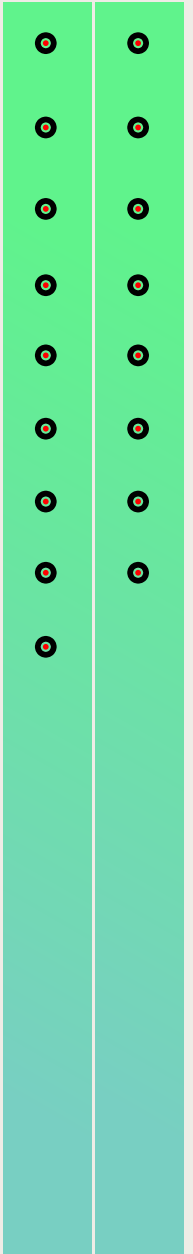
Networks earn a circle if the opportunity can be purchased directly through the network as part of a campaign. Opportunities that can only be secured separately through a retailer's merchant or marketing team do not qualify.
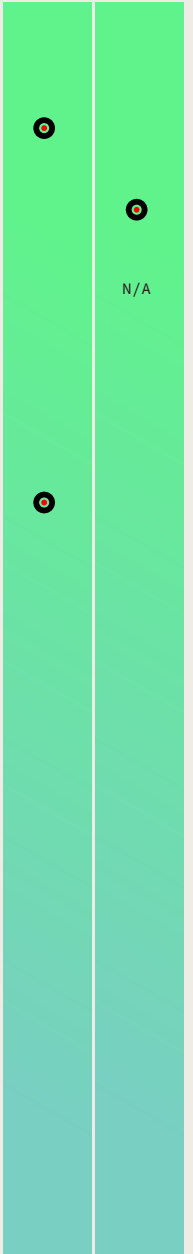
Opportunity	Criteo	Walmart	◇	Target	Amazon	Instacart	Albertsons	H	A&D	Walgreens	♥	DG	⤳	go	bag	sprout	tag	Uber	Mars	Orange Apron Media
Managed Service Offsite Programmatic Display	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●		●	●
Self-Serve Offsite Programmatic Display		●	●	●	●					●		●	●	●	●	●	●	●	●	●
Offsite Search (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		●			●															
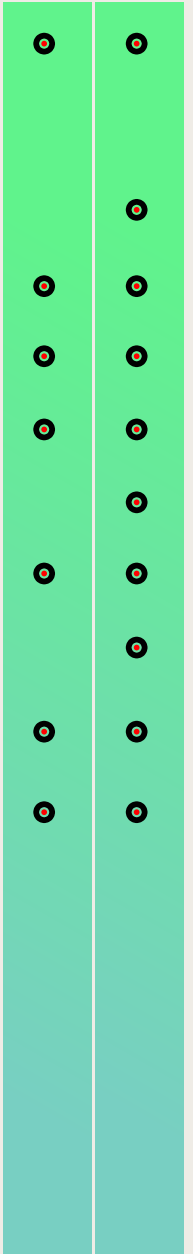
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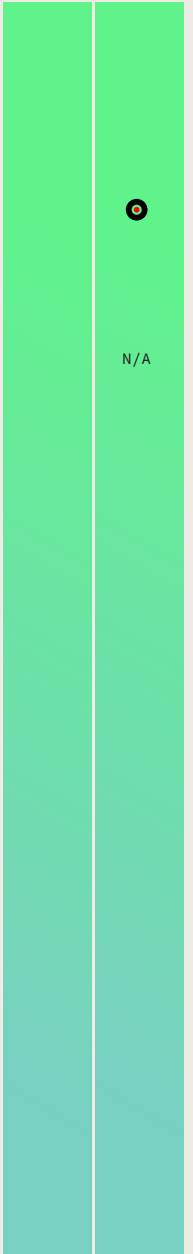
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	Instacart	Walmart	Sam's Club	Target	Amazon	Kroger	Albertsons	H	A&D	Walgreens	♥	DG	swoosh	go	bag	plant	tag	Uber	m	orange apron media
In-Store Sampling	●	●		●	●			●				N/A	N/A	N/A	N/A	N/A	N/A	N/A		
In-Store Radio	●	●			●	●	●	●	●	●		N/A	N/A	N/A	N/A	N/A		N/A	●	
In-Store Video/TV	●	●	●	●	●			●		●		N/A	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	●	N/A		
Shelf Tags					●			●		●	●	N/A	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	●	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.

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

Comparison table — Partnership Criteria across retail media partners. Columns represent retail/media partners (icons), with the final two columns (highlighted) being **m** (Mars) and **Orange Apron Media**. The 18th column is **Uber**. Filled cells are marked ●; otherwise N/A or blank.

Criteria	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	Uber	m	Orange Apron Media
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

'Phygital' Commerce

Retail media is helping to revolutionize retail by inspiring retailers to leverage data analytics and seamless technology to merge their physical and digital shopping environments, creating a seamless experience for shoppers and end-to-end advertising solutions for brands.

This convergence of physical stores and digital platforms has been dubbed "Phygital," blending the tangible physical store with the virtual digital platforms to create immersive, interactive shopping experiences that cater to the evolving expectations of modern shoppers. Here's how phygital retail will continue to evolve and how its impact will be measured.

EVOLUTION AND MEASUREMENT

As digital media evolves, we're observing a trend in which separate marketing channels are beginning to overlap. This overlap underpins the omnichannel movement overall, but the borders of retail media are becoming less defined over time as well. Retail media is spilling out into the "real" world with increasing frequency, with one visible example being the emergence of digital out of home (DOOH) ad inventory. Monitors are affixed to millions of devices throughout the U.S. including gas station pumps, checkout screens, and TV walls within brick-and-mortar stores — not to mention the CTV available via streaming services such as Roku, Disney+, and Amazon Prime Video.

Apps are another avenue for bridging the gap between physical and digital. The Sam's Club App provides scan-and-go functionality for in-store shoppers, ostensibly to save time by skipping checkout lines. But woven into this experience are exclusive discounts for scan-and-go users on certain products, as well as the opportunity to reach in-store shoppers with sponsored product placements.

Elsewhere, Walmart has rolled out augmented reality-based tools in its app for select products and categories. The app's AR integration connects to the camera function of smart devices to superimpose the product on anything from the shopper themselves (for cosmetics, eyewear, apparel), to the living room wall (lighting, decor, TVs), to other size-constrained spaces (to check the fit of appliances, artwork, picture frames).

Measuring the impact of these interactions will depend largely on how they manifest on the user's digital devices. For ads that direct viewers to a product page, the impact should be evaluated using the same analytics as onsite media: impressions, view rate, clicks, and conversions.

NOTABLE RETAILER RELEASES

Wakefern Food Corp. is testing Caper Carts from Instacart in two ShopRite stores. These smart carts help shoppers save money by leading them to promotions in their loyalty accounts. Equipped with scales, sensors, AI, and computer vision, the carts let shoppers scan items as they shop and then scan one barcode at checkout to pay with a linked credit card.

Schnucks is also launching high-tech Caper Carts in two stores as part of Instacart's pilot program. "Customers love that they're tracking how much they're spending and enjoy the convenience of shopping at their own pace, then quickly checking out," said Chace MacMullan, the retailer's Senior Director of Digital Experience.

Walmart, earlier this year, launched a first of its kind partnership with Roku to bring shoppable ads to CTV. The collaboration lets Roku viewers buy products directly from their TV screens while watching content. The initiative enhances both shopper engagement and convenience, helping to usher in a new era of interactive, direct-to-consumer retail. It also exemplifies the potential for phygital strategies to unite digital convenience with more tangible aspects of shopping to deliver a better experience.

WHAT BRANDS CAN DO

Retail media is moving into the phygital realm. To keep pace in this evolving landscape, brands must embrace the phygital approach, too, by seamlessly integrating their physical and digital shopping experiences. Leveraging technologies like AR, AI, and DOOH can enhance shopper engagement and convenience.

Brands should invest in developing omnichannel strategies, creating consistent and measurable interactions across all touchpoints. They also should consider testing opportunities whenever possible to gain first-mover advantage. Tests should be controlled for sales lift by running creative against a specific item set and measuring lift against non-advertised products, or by using before/after results.

PLATFORM PROFILES

KEY PARTNERS

Catalina
Epsilon Retail Media
LiveRamp
Meta

Neptune Retail Solutions
Pinterest
Vibenomics
Volta

RECENT DEVELOPMENTS

Among recent enhancements, AD Retail Media launched onsite native display banner ads in three new locations (Past Purchase, Savings Pages, and Search Dropdown).

For onsite search, the network activated sponsored product ads in slot 1 of results pages.

Elsewhere, in-store audio advertising is now available through media partner Vibenomics and included in the network playbook.

ON THE HORIZON

Beta testing of an in-store digital signage program on screens in the meat, produce, and bakery departments concluded in March. Additional offsite ad opportunities will soon be available through Snapchat, YouTube, and video.

ANALYSIS

AD Retail Media continues building out new measurement capabilities, ad tactics, and other enhancements while incorporating its activity into the planning process at Ahold Delhaize USA to level up to more-established networks. It is committed to working with industry association IAB to establish universal guidelines, as well as to providing advertisers with more resources for reaching shoppers across the path to purchase.

The AD Retail Media business is transitioning over to Ahold Delhaize USA Services as the company closes its pioneering Peapod Digital Labs division.

A⦾D
retail media

RETAILER
Ahold Delhaize USA

YEAR LAUNCHED
2023

AUDIENCE SIZE
30 million

OVERVIEW

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 provides tools for brands to leverage Ahold Delhaize USA's powerful first party data while delivering closed-loop reporting, holistic shopper data, and an enhanced, unified methodology for omnichannel measurement that lets advertisers measure across onsite and offsite channels.
The ultimate goal is to make it simple for brands to engage Ahold Delhaize USA's shoppers: "Easy Activation Wherever."

KEY PARTNERS

Capgemini

Criteo

Google Suite

LiveRamp

Meta

Neptune Retail Solutions

Pinterest

The Trade Desk

Vestcom

RECENT DEVELOPMENTS

Albertsons Media Collective recently completed a connected TV ad pilot with NBCUniversal's Peacock streaming platform.

In stores, Neptune Retail Solutions tactics now count toward retail media investments (at 50% of the spend).

Demographic audience targeting launched with 69 distinct segments available across channels.

Additional sponsored product inventory is now available onsite and in the Albertsons app.

The Collective also completed the rollout of its HUB 2.0 self-serve dashboard across brands, providing enhanced transparency of program results in real time.

ON THE HORIZON

The Collective is focusing on channel expansion, including TV, at-pump screens, and other digital-out-of-home offerings that will be available later in 2024.

Look-a-like audiences are being tested and also are expected to become available later this year.

ANALYSIS

The Collective is continuing efforts to enhance its targeting and measurement capabilities, as well as other tools to help brands reach Albertsons shoppers across their purchase journey. The network is also strongly committed to working with the IAB to develop industry-wide standards.

OVERVIEW

The Collective is a leader in the retail media marketplace, as evidenced by its efforts around standardization. It also is constantly evolving and improving in the Key Performance Areas of targeting, measurement, and partnership.

Targeting capabilities include both custom and predefined audience subsets, along with the ability to leverage first-party audience data across all channels: onsite, offsite, social, and CTV, with DOOH soon to be added to the mix.

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 aligned 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.

ALBERTSONS MEDIA COLLECTIVE

YEAR LAUNCHED
2022

AUDIENCE SIZE
100 million

KEY PARTNERS

All services/capabilities are Amazon-owned.

RECENT DEVELOPMENTS

Now fully launched, Amazon's Goal Seeking Bidder for Reach tool leverages ad frequency and viewability signals to raise and lower bids while respecting the advertiser's campaign goal KPI and budget.

The new Performance+ self-serve user interface enables advertisers outside Amazon's retail ecosystem to automate and streamline campaign management, simplifying processes and enhancing efficiency.

"Off the Shelf" preferred deals on the Twitch streaming platform have been aligned with Amazon's ad standards to offer fixed CPMs and pre-set contextual targeting, thereby improving consistency across platforms.

Asset-level moderation for display creative revolutionizes the approval process by focusing on individual asset performance, speeding up approvals and facilitating asset reuse.

The general availability of the Inventory Hub significantly enhances capabilities for programmatic traders and supply managers, improving deal management and providing deep insights into performance.

ON THE HORIZON

Launched in March, unified language targeting allows bulk language application across campaigns, significantly boosting setup efficiency. Also rolling out in March was a Persona Builder API that enables the creation and activation of custom personas for more targeted advertising in Amazon Ads campaigns. Amazon DSP's new certifications on Roku and Disney extend premium ad inventory access, broadening campaign effectiveness. The integration with third-party supplier TripleLift will enhance ad performance and ensure continuous access across various formats.

amazonadvertising

YEAR LAUNCHED
2012

AUDIENCE SIZE
150 million+

ANALYSIS

Launch of the Goal Seeking Bidder (GSB) and Performance+ self-serve UI significantly enhances Amazon's ability to offer targeted advertising solutions, increasing both reach efficiency and campaign management effectiveness. The introduction of Twitch preferred deals and asset-level moderation further streamline advertising processes, ensuring consistency and quality across multiple platforms. Additionally, the Inventory Hub's general availability optimizes the management of ad inventories, providing deeper insights to empower advertisers with data-driven decision-making capabilities. These tools collectively enable advertisers to achieve higher targeting precision and campaign optimization, reflecting Amazon's commitment to integrating advanced technology for better advertising outcomes.

OVERVIEW

Amazon continues to reinforce its position as a leader in the digital advertising landscape. The platform's advancements are aimed at providing advertisers with enhanced tools for reach optimization, campaign management, and inventory insight. Amazon's integration of cutting-edge technology into its ad services ensures that campaigns are not only efficient but also effective in reaching diverse, specific audience segments. This commitment to technological innovation and strategic alignment positions Amazon to offer uniquely powerful ad solutions while driving the evolution of digital ad standards and practices.

Amazon's focus extends beyond mere ad delivery to ensure that all touchpoints within its ecosystem are optimized for maximum impact. As the company continues to develop and refine its ad tech, it is creating opportunities for more cohesive and personalized experiences, setting the stage for future innovation that could further revolutionize the digital ad domain.

KEY PARTNERS

Criteo
Google
Roku

RECENT DEVELOPMENTS

Best Buy and CNET have teamed for a first-of-its-kind partnership offering brands a new way to engage with consumers who are shopping for the latest tech.

Through the partnership, technology news website CNET will provide objective product reviews, expert recommendations, and other curated content for Best Buy to use across its website, store app and physical stores. The pact also includes closed-loop ad opportunities spanning Bestbuy.com and CNET.com that will have a combined unduplicated reach of 50 million unique monthly visitors.

ON THE HORIZON

Best Buy Ads continues to focus on strategic partnerships, seeking out innovative collaborative opportunities that will further enhance its tech stack. The platform is developing ways for advertisers to leverage Best Buy's first-party data across the media landscape.

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 2022 launch. After spending the first year developing channel and measurement capabilities, the team is now focused on relationship building and volume growth.

Recent activities 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.

KEY PARTNERS

Criteo
Google
Innovid
LiveRamp
Meta

Pandora
Pinterest
The Trade Desk
Vibenomics

RECENT DEVELOPMENTS

CVS Media Exchange (CMX) recently became the first health & wellness-focused network to align with the IAB's newly released retail media measurement standards.

CMX continues to roll out dashboard enhancements (such as new buyer metrics) while continually driving deeper relationships with key partners (like the new clean room partnerships with Pinterest and LiveRamp). Elsewhere, CMX increased access within owned properties via added impressions and more ad placements in its app.

ON THE HORIZON

CMX will launch new partnerships and capabilities in second-quarter 2024 that will provide greater access to premium audiences through offsite publishers and key social media platforms. Offline sales attribution and measurement for sponsored products is also expected in 2H via the Criteo partnership. There also are plans to increase premium connected TV audiences and make significant improvements to sponsored ads on CVS.com.

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, especially in health & wellness categories but also across beauty & personal care. Advertisers receive wrap-up reports that include segment-level breakdowns on campaign performance but also have real-time access to performance through a continually updated reporting dashboard.

CVS Media Exchange

YEAR LAUNCHED
2020

AUDIENCE SIZE
74 million

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 various CVS touchpoints, including the ExtraCare program, pharmacy services, in-store MinuteClinics, and online platforms.

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.

KEY PARTNERS

Bohan
Criteo
DoorDash
Goodway Group

Google
LiveRamp
The Trade Desk

RECENT DEVELOPMENTS

Among the multiple new capabilities rolled out by Dollar General Media Network (DGMN) in first-quarter 2024 were an owned-property ad expansion via DG Stories, an immersive, full-screen ad placement on the DG App homepage, and a move into self-serve onsite paid search in partnership with Criteo.

Off-platform, DGMN launched shoppable media with DoorDash, further deepening a strategic partnership that also includes exclusive in-store coupon opportunities for brands.

ON THE HORIZON

DGMN will soon launch additional capabilities through the DoorDash partnership, with white label delivery service next up.

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 help brands and agencies fulfill their reporting and measurement needs, understand media performance, and improve 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

DGMN is a platform that 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 refining data analytics for more precise targeting and streamlined measurement, work to close the gap between in-store and digital offerings through the network and continuing to forge strategic partnerships ultimately unique to their strengthening Dollar General's position in the retail media landscape.

KEY PARTNERS

Flywheel

Pacvue

RECENT DEVELOPMENTS

DoorDash is enhancing its core services with new features and initiatives. The introduction of budget cap-out reporting, expanded ad inventory, and improved data access for brands highlights the network's commitment to innovation and growth.

While discussing the company's fiscal-year 2023 results in February, DoorDash reiterated its ongoing focus on building tools that will solve problems for shoppers, merchants, and the Dasher field force. With a notable increase in both total orders and revenue last year, the network continues to solidify its position as a strong partner with significant growth potential in the retail media space.

ON THE HORIZON

Additional targeting and reporting enhancements, new creative formats, and off-platform capabilities are all in the works.

DOORDASH Advertising

YEAR LAUNCHED
2021

AUDIENCE SIZE
18 million + DashPass members

ANALYSIS

DoorDash is broadening its media offerings across search, display, and promotions while also exploring additional off-platform capabilities. These strategic expansions provide brands with new, diverse opportunities for collaboration.

The ability to target audiences on both a retailer-specific and a national/retailer-agnostic level sets DoorDash apart from traditional retailers, offering a unique, valuable point of differentiation.

OVERVIEW

DoorDash is the No. 1 restaurant delivery service in the U.S. The company continues to capture market share in new, non-restaurant verticals by enhancing its core offering for customers while parallel-pathing expanded marketing solutions that will help brand partners accelerate their growth.

KEY PARTNERS

Epsilon   The Trade Desk
Meta

RECENT DEVELOPMENTS

On April 1, Gopuff Ads transitioned to an in-house ad platform, which enables the company to better cater its product to advertiser needs and create more areas of engagement with its customers. With the launch, Gopuff is unlocking new capabilities including real-time bid automation, enhanced targeting (across dayparts, geographic regions, and audiences), and soon-to-come advanced reporting.

ON THE HORIZON

No information available.

gopuff Ads

YEAR LAUNCHED
2021

AUDIENCE SIZE
Not disclosed

ANALYSIS

The shift to an in-house platform is the latest sign of Gopuff Ads' focus on partnerships with brands and agencies. The platform continues to prove itself an agile, versatile partner with a willingness to make necessary changes. It stands out among on-demand 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. Initial media performance since shifting to the new platform has been strong, and Gopuff has been hands-on in helping advertisers develop best practices on the new platform.

OVERVIEW

Gopuff is an innovative platform that's eager to develop new capabilities and 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.

KEY PARTNERS

AdsPostX
CitrusAd
Daymon Interactions
Merkle
Neptune Retail Solutions
Quotient

ProdX
Samsung
The Trade Desk
TruRating
Vibenomics

RECENT DEVELOPMENTS

Hy-Vee RedMedia recently expanded its offsite capabilities through a new partnership with The Trade Desk. In conjunction with new and improved audience creation tools, the collaboration enables Hy-Vee RedMedia to leverage The Trade Desk's advanced programmatic advertising solutions, providing a more tailored and impactful experience for its customers.

ON THE HORIZON

In the works are multi-touch attribution to better measure campaign effectiveness, as well as a self-serve platform to empower advertisers with faster insights and greater control of their campaigns. Also coming soon is the launch of a "Seasons" digital experience, which will transform Hy-Vee's award-winning lifestyle publication into a shoppable digital content hub.

RedMedia

RETAILER/RETAIL MEDIA NETWORK
Hy-Vee/RedMedia Group

YEAR LAUNCHED
2022

AUDIENCE SIZE
10.5 million+

ANALYSIS

With a focus on personalized experiences, Hy-Vee RedMedia feels that no two customers need to see the same thing because they don't shop the same way. Hy-Vee is excelling on innovation through in-store activation: With 10,000+ digital screens, audio, and TruRating capabilities that ask shoppers survey questions in real time, the platform is looking to reach customers throughout their journey. The platform's most unique offering is its pay-for-conversion model for sponsored search, where brands only pay when someone actually buys the product. With recent additions to the senior management suite, we expect more changes and innovation on the horizon.

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 10 million+ households and closed-loop reporting to measure results. What's more, RedMedia has been integrated into JBPs for Hy-Vee's top 40 customers.

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

KEY PARTNERS

Google
NBCUniversal
PubMatic

Roku
The Trade Desk

ON THE HORIZON

No information available.

ANALYSIS

Instacart continues to grow and evolve as the company expands its reach beyond the native platform, reaching new consumers in unique ways by partnering with third parties like NBCUniversal and Uber and augmenting the footprint by providing closed-loop targeting and measurement. By adding restaurants to the platform, Instacart will attract new customers and continue building scale. The MRC accreditation showcases the company's commitment to industry standards.

RECENT DEVELOPMENTS

Instacart has collaborated with NBCUniversal on a new partnership to provide more opportunities for CPG advertisers to reach strategic audiences on streaming. Through this first-party data collaboration, advertisers will be able to reach in-market consumers through NBCUniversal's popular streaming content and measure the impact of their campaigns by leveraging ad exposure and purchase data.

Through a partnership with Uber Technologies, Instacart customers nationwide will be able to use the Instacart app to order from hundreds of thousands of restaurants for delivery by Uber Eats.

Elsewhere, Instacart received accreditation from the Media Ratings Council (MRC) following a rigorous independent auditing process. The MRC accreditation includes impression, click, and viewability metrics across the platform's major ad formats: sponsored product, display, shoppable display, and shoppable video. Instacart is one of the first grocery technology companies — and one of only a few retail media networks — to receive MRC accreditation.

instacart

YEAR LAUNCHED
2019

AUDIENCE SIZE
7.7 million monthly orderers

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 onsite and offsite media. We are excited to see how Instacart will continue leveraging its unique data to grow in the shopper ecosystem.

KEY PARTNERS

Catalina	Pinterest	Snap
Cooler Screens	Pandora	The Trade Desk
Disney	Neptune Retail Solutions	Vibenomics
Meta	Roku	Yahoo

RECENT DEVELOPMENTS

Kroger Precision Marketing (KPM) and Yahoo DSP announced a new partnership during the recent IAB Newfronts event. The pact lets advertisers activate against Kroger first-party audiences — and measure sales impact — directly within their Yahoo seat. The deal builds on KPM's existing relationship with The Trade Desk and amplifies the network's commitment to enabling retail data across nearly any media channel.

Elsewhere, KPM's programmatic capabilities have evolved to include pre-curated lifestyle segments, which makes it easier and faster for brands to leverage retail data for activating against common lifestyle segments. For onsite media, Kroger's self-serve ad platform released new features nearly every week of the last quarter, including new incremental ROAS reporting for targeted onsite display ads.

ON THE HORIZON

KPM has signaled the rollout of new offsite media capabilities this summer. The network has been leading the way in making retail data available for activation wherever brands need to reach consumers.

In-store is a rapidly evolving space where KPM is strategically focused on developing solutions to reach shoppers. More details are expected in the near future.

Kroger also remains committed to the fast rollout pace of new features and improvements to the self-serve platform.

Kroger PRECISION MARKETING | POWERED BY 84.51°

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. The in-house Kroger Ad Platform has improved but is still missing some basic functionality that requires advertisers to micro-manage. Offsite developments have been far more successful, including decoupled data sharing with DSP partners The Trade Desk and Yahoo, and other exciting improvements are on the near-term road map. KPM is partnering more closely with Kroger Merchandising to increase digital sales among current households, while Kroger Enterprise Marketing is working to bring in new households. This bodes well for enhanced integration across business units in the future.

OVERVIEW

As a pioneer in retail media, KPM is mature in its capabilities yet still growing. With 20+ years of Kroger loyalty card data at its disposal, KPM boasts 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 online shopping tools like digital coupons. What's more, digital sales grew by double digits in every quarter of fiscal 2023.

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

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

KEY PARTNERS

Criteo
Google Suite
Live Ramp
Meta

Pinterest
The Trade Desk
TikTok

RECENT DEVELOPMENTS

Meijer Media recently introduced closed-loop measurement capabilities for all onsite and offsite display advertising offered through the network.

Offsite, the platform recently expanded video solutions for OLV/CTV and added a new digital partners to the ranks like the popular Pinterest & TikTok social media channels.

Meijer Media is committed to transparency and flexibility, prioritizing relationship-building to elevate the customer experience and deliver impactful results. As an integral part of the company's holistic business approach, Meijer Media incorporated joint business planning with merchandising and collaborates on joint marketing plans with brands and agencies.

ON THE HORIZON

Meijer is forecasting onsite video as a new offering in 2024, as well as incrementality reporting.

meijer media

YEAR LAUNCHED
2023

AUDIENCE SIZE
17 million

ANALYSIS

With the goal of being a one-stop shop for advertisers as well as shoppers, Meijer Media has enhanced its offerings by building strong partnerships with digital leaders such as Criteo and Google. The platform is constantly evolving its capabilities and continues to integrate valuable tools such as closed-loop reporting. Meijer Media leverages the relationship the company already enjoys with its loyal shopper base to assist brands in developing custom audiences and key shopper insights powered by purchase-based attribution.

OVERVIEW

A newcomer to the Retail Media Report Card, Meijer is known for being a privately owned, family-operated retailer with the goal of being a one-stop shopping experience for its customers. The physical footprint has grown to over 259 stores spanning six states, now bolstered by a slew of tactical solutions that continue the moment.

Meijer Media is partnering closely with digital powerhouses such as Criteo and Google and continues to enhance partnerships in the social space, with TikTok just being added.

Closed-loop measurement capabilities were recently added to the reporting arsenal, providing advertisers with insights into customer shopping behaviors and proving the impact of their campaigns. The capability applies to all onsite, offsite, in-app, and social media contracted through their network.

If history is any indication, Meijer Media will continue to roll out additional partnerships, advanced customer insights, and other capabilities in the coming year.

KEY PARTNERS

Google
LiveRamp
Meta
Microsoft

Pinterest
The Trade Desk
Transunion
Yahoo

RECENT DEVELOPMENTS

During its inaugural retail media marketing summit in March, The Home Depot unveiled a rebranding of its network to Orange Apron Media (OAM).

OAM recently expanded its audience targeting capabilities by introducing both "Depot-owned" and "Depot-powered" audiences, allowing advertisers to leverage additional first-party data for increased reach and scale.

ON THE HORIZON

OAM is focused on growing its infrastructure to continually support advertiser needs. It currently is piloting audience extension opportunities with The Trade Desk for both non-endemic and endemic advertisers, and developing a partnership with TelevisaUnivision to unlock additional Spanish-language audiences and unique inventory.

In-store advertising is expanding to additional locations and digital formats and includes beta testing of in-store audio later this year.

orange apron media

RETAILER
The Home Depot

YEAR LAUNCHED
2018

AUDIENCE SIZE
198 million

ANALYSIS

OAM has a deep audience of 198 million that includes high-value PRO (professional home improvement) shoppers along with a continually growing DIY (do it yourself) base. Home Depot's healthy retail footprint, which boasts 2,300+ stores across North America, accommodates unique touchpoints with shoppers.

With a continually expanding menu of in-store, offsite, and onsite capabilities, OAM gives brands a differentiated opportunity to communicate with unique shopper segments throughout their path to purchase, along with the ability to close the loop on performance reporting.

OVERVIEW

As a retail media network in the home specialty channel, Orange Apron Media is dedicated to helping brands find and talk to these unique shopper segments. Established in 2018, OAM provides advertiser opportunities in the U.S. and Canada, with future expansion potential as The Home Depot continues to grow.

The network offers media touchpoints throughout owned and off-platform properties and is continually working to expand and deepen its capabilities to benefit advertisers.

Opportunities for growth will come from focused expansion into measurable in-store capabilities and unique strategic partnerships with platforms and vendors that align with the channel's unique, scalable audiences. OAM will also benefit from continually working to streamline and enhance measurement across its capabilities as well as the introduction of key incrementality analyses.

KEY PARTNERS

Criteo   LTK
CitrusAd   MiQ
Google Ad Manager   The Trade Desk

RECENT DEVELOPMENTS

The Roundel Media Studio (RMS) self-serve platform is gradually onboarding onsite search clients in a scheduled effort to move clients off the Criteo and CitrusAd platforms. RMS data is now available in the Kiosk self-serve reporting portal.

Highlight Ad and Sticky Ad formats were introduced on Target.com and offer an interesting testing opportunity for capturing guest attention.

Programmatic CTV and contextual browse audiences are now live and available via the self-serve platform. These capabilities also provide interesting testing opportunities for brands to drive offsite engagement in new ways.

Boosting capabilities are now enhancing Roundel's premium Influencer solution, making it more likely that guests will experience the content.

ON THE HORIZON

Site testing is planned for onsite personalization, new page layouts, and additional ad formats designed to further engage with guests and ultimately drive conversion.

Roundel is in alpha and beta testing with TikTok, digital out of home (with sales measurement) and YouTube masthead placements. It's also developing data sharing partnerships with Meta aimed at enabling sales measurement within this infamously walled garden. Internally, Roundel is actively testing clean room collaboration and additional iROAS measurement capabilities to further support brand partner activations.

Additional offerings around Target's Baby Registry are also expected.

Roundel™

RETAILER
Target

YEAR LAUNCHED
2018

AUDIENCE SIZE
160 million

ANALYSIS

Roundel's focus in 2024 is to drive shopper traffic and ad revenue that will bolster in-store and online sales.

We are still awaiting innovation in the self-serve programmatic space, including data decoupling that will give brands greater flexibility and control over their campaigns.

We are seeing an expanded partnership between Roundel and Kiosk that should make it easier to leverage data for reporting and performance analysis.

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 past 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 additional channels to be available through the platform.

The shift to self-serve frees up internal resources that Roundel can devote to innovation while also reducing costs. This move will require brands and their agencies to reevaluate scope to support their initiatives with Target.

KEY PARTNERS

Circana
CommerceIQ
Flywheel
Harvest Group
LiveRamp

Pacvue
Pinterest
Skai
Stackline
The Trade Desk

ANALYSIS

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

RECENT DEVELOPMENTS

Sam's Club MAP recently launched Omni Experiences, one-of-a-kind activations that offer advertisers opportunities to seamlessly integrate their brand and products into seasonal events such as Back-to-Class, Tailgating, and Holiday. Activations include onsite and offsite digital media, in-club events, exclusive offers, and member giveaways. The first Omni Experience is expected this summer.

sam's club map

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

YEAR LAUNCHED
2022

AUDIENCE SIZE
Not disclosed

OVERVIEW

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

ON THE HORIZON

Sam's Club MAP will be unlocking new ad formats both online and in-club to enhance the member shopping experience. It also will continue to build out its measurement and reporting capabilities, which will include new metrics and insights to help advertisers understand the impact of media on driving business outcomes. MAP is also in discovery for new channels and targeting capabilities that will help advertisers reach their exact audience, wherever and however they prefer to shop.

KEY PARTNERS

Criteo   Pacvue
LiveRamp

RECENT DEVELOPMENTS

Shipt's latest developments include templated audiences, which let brands tap into cohorts of member segments based on predetermined purchase attributes. Supporting this capability is a new retargeting pixel that enables brands to retarget members across their shopping journey.

Creatively, Shipt now allows all brands to supply their own creative, reducing the time needed for asset creation.

ON THE HORIZON

By the end of 2024, Shipt Media will be expanding its onsite promotional offer capabilities with offsite amplification, as well as introducing multi-touch attribution and other measurement enhancements.

Shipt Media™

YEAR LAUNCHED
2018

AUDIENCE SIZE
Not disclosed

ANALYSIS

Shipt supports same-day delivery for 100-plus retailers in addition to parent Target, allowing brands to reach consumers at the retailer-specific or national/retailer-agnostic level. Updated targeting and segmentation capabilities will help brand partners expand their reach to consumers who are most likely to convert, and a new mix modeling tool will give brands a holistic view of campaign performance and how their ads are driving consumers down the funnel.

Introduction of the Target Circle 360 program, which includes Shipt Marketplace as a key benefit and unlimited same-day delivery, is expected to attract net new customers.

OVERVIEW

Shipt is a key player in the on-demand delivery space and has continued to grow its capabilities. We're excited to see how they will continue to grow in 2024.

KEY PARTNERS

Criteo   The Trade Desk
Google Ad Manager

ANALYSIS

Uber is a growing platform with unique offerings that provide 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 at the SKU level, using first-party reporting and measurement to quantify results.

RECENT DEVELOPMENTS

Uber is rolling out shoppable display ads within the Uber Eats app as an alpha test for select advertisers. The feature will give advertisers more impactful creative opportunities through in-unit product carousel integration that can help turn consideration into purchase as users scroll within grocery and retail stores on the app.

Uber
Advertising

YEAR LAUNCHED
2022

AUDIENCE SIZE
150 million global monthly users

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.

ON THE HORIZON

We are highly anticipating Uber's large-scale rollout as a merchant partner for Costco and its 600-plus U.S. warehouse clubs.

KEY PARTNERS

Catalina	Pinterest
Criteo	Neptune Retail Solutions
DMI	OpenX
Google	Quotient
Infillion	Snapchat
Later (formerly Mavrck)	Spotify
Meta	The Trade Desk

RECENT DEVELOPMENTS

Walgreens Advertising Group has fortified capabilities with The Trade Desk, including reintroducing audiences and custom audience creation, and with LiveRamp on faster-to-market audience solutions. These initiatives have significantly broadened audience solutions. Onsite, WAG has concluded the first expansion of advertising capabilities on its own digital properties, including omnichannel measurement and reporting. Offsite, it's offering more creative capabilities via the wagDSP.

ON THE HORIZON

Several major projects are slated for launch: In-store, WAG is on schedule with its first digital in-store signage pilot to test video ads by the end of summer. It's also working to provide brands with fully integrated visibility and access across customer insights, audience building, media planning, and measurement in a single platform by early fall.

WAG

RETAIL MEDIA NETWORK
Walgreens Advertising Group

YEAR LAUNCHED
2020

AUDIENCE SIZE
120 million

ANALYSIS

WAG is a modern personalization engine that can leverage insights from 120 million+ myWalgreens loyalty program members and 1 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 programmatic DSP and clean room.

OVERVIEW

WAG offers advertisers access to a broad, diverse 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 wide demographic. The platform's integration of in-store and digital ad channels enhances brand visibility and engagement, while 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 campaign performance.

KEY PARTNERS

LiveRamp
Meta
NBCUniversal
Pinterest

TikTok
Roku
The Trade Desk

RECENT DEVELOPMENTS

Walmart Connect recently made several updates including: transitioning to a fully programmatic offering and auction-based pricing model for all onsite and offsite media; releasing in-store attributed sales metrics for search; and introducing demographic targeting for onsite display campaigns.

ON THE HORIZON

Walmart Connect is continuing to test and expand its media offerings. During the second quarter, it will test multi-item support for sponsored video, sales lift for in-store demos, shoppable offsite media, and an expansion of homepage feature placements.

Walmart Connect

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 its measurement tools and media products over the last year have resulted in more strategic, KPI-driven campaigns and improved performance for advertisers. 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 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.	**Contextual Targeting**	The ability to place ads in specific locations on the retailer's website or within relevant content off-platform.
Audience Growth	The retail media network's audience has grown by at least 10% year over year.	**Demographic Targeting**	The ability to target campaigns to specific personal characteristics.
Purchase-Based Targeting	The availability of a proprietary first-party database of shopper sales data.	**Competitive Conquesting**	The ability to target campaigns to your competitors' shoppers.
Keyword Targeting	The ability to buy top-of-page placement in the search results of keywords or target ads based on keyword searches.	**Templated Audience Segments**	The ability to leverage pre-built audience segments (such as holiday entertaining or Millennial shoppers) that are available to all advertisers.
Geo-Targeting	The ability to target campaigns to specific locations such as ZIP codes or store footprints.	**Predictive/ Look-a-Like Audiences**	The ability to build audiences based on their likelihood to take a specific action based on predictive metrics or characteristics shared with the brand's known buyers.
Behavioral Targeting	The ability to target campaigns based on specific shopping activity on the retailer's website such as browsing or search.		

GLOSSARY
—— TARGETING

Custom 1P Audiences	The ability for the advertiser to create unique "from scratch" audience segments from the retailer's 1st 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.
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).
100% Deterministic Sales Data	The retail media network exclusively leverages 1P data for reporting rather than modeled or extrapolated data.
Total Omni Sales Data	The retail media network reports both online and brick & mortar sales impact.
% New Buyers	The retail media network reports the number or percentage of buyers who are new to your 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.
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.

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).
Self-Serve/Real-Time Reporting	The ability for advertisers to access reports directly, in as close to real time as possible.
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.
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.
Basket Analysis	The ability to analyze other products purchased along with the advertised brand.
Rest of Market Analysis	The ability to measure a campaign's impact on incremental sales at other retailers.

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 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.

Self-Serve Programmatic	The network has a demand side platform (DSP) or private marketplace (PMP) that lets advertisers directly manage offsite programmatic campaigns.
Shoppable Content	The network offers opportunities for advertisers to create shoppable content (such as recipe pages or click-through videos).
Livestream Shopping	The network hosts live sponsored shopping events on digital platforms or has partnerships available to stage them.

GLOSSARY
——— INNOVATION

AR/VR	The retail media network is creating shopper engagement opportunities around the emerging technologies of augmented and virtual reality.	**EV Charging**	The network offers advertising opportunities at the electronic vehicle charging stations in store parking lots.
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.	**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.
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.	**Generative AI Search**	The network has an advanced AI tool that allows shoppers to conduct product searches by asking questions or using contextual phrases to receive recommendations rather than simple results.

GLOSSARY
PARTNERSHIP

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

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.
First-to-Market Test & Learns	The network offers opportunities to conduct first-to-market test & learns on new offerings before activating them at scale.
Agency Partnerships	The network establishes formal partnerships with marketing agencies that strengthen collaboration and facilitate cross-client benefits.
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.
Transparency into Media Rates	The network openly shares the rates it is charging for media opportunities.
Loyalty Program Alignment	The retailer has a loyalty program that can be leveraged for retail media network activity.

MARSUNITED.COMMERCE

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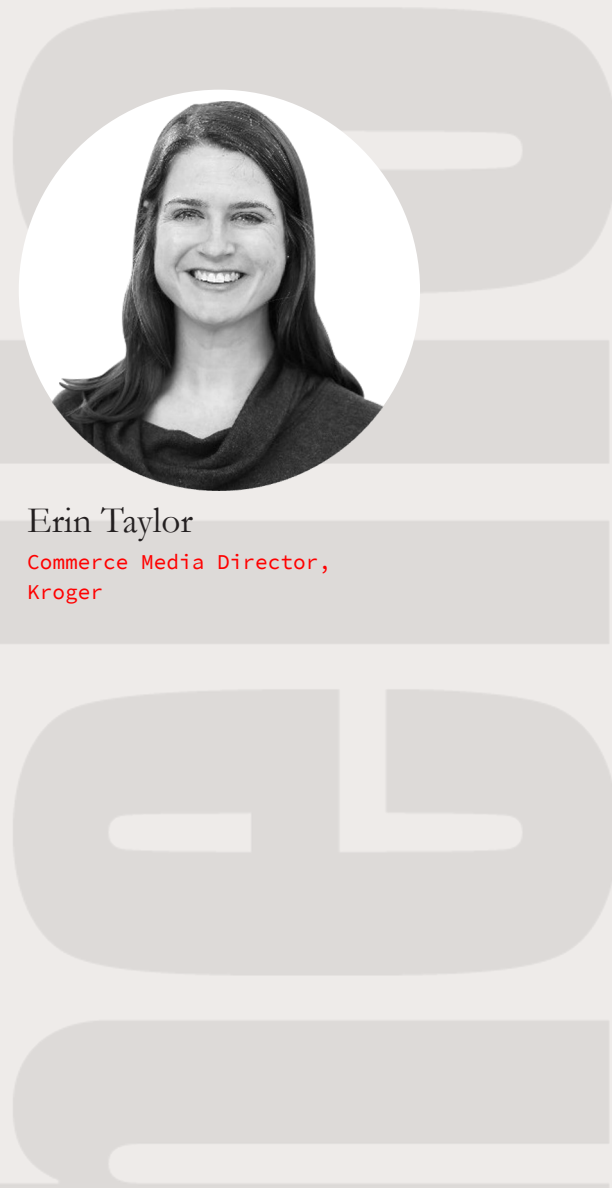Commerce Media Director,
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