

P2PI's Retail Media Guild
proudly presents the

RETAIL MEDIA

PLANNING &
ANALYSIS PLAYBOOK



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INTRODUCTION

Building on existing resources that until now have only been available exclusively to Path to Purchase Institute (P2PI) members, the Retail Media Guild (RMG) and its key contributors have collaborated to flesh out a retail media resource to inform the industry on various considerations related to campaign planning and analysis.

For the first time, we're opening the vault to make these assets available to the broader industry, showcasing P2PI's thought leadership and the meeting of the minds that takes place among RMG share group members. There is some natural overlap among the sections, but each provides a wealth of valuable insights and perspectives.



TABLE OF CONTENTS

INTRODUCTION 2

UNIFYING OBJECTIVES, BUDGETS AND PLACEMENTS FOR SUCCESS 4

SELECTING AUDIENCES & TARGETS 16

MEASUREMENT: AN ONGOING DISCUSSION..... 27

BEST PRACTICES FOR CREATIVE 37

IMPACT OF AI ON SEARCH 45

CLOSING 55

APPENDIX..... 57

01.

UNIFYING OBJECTIVES, BUDGETS AND PLACEMENTS FOR SUCCESS

IN PARTNERSHIP WITH **sno**

DEFINING CAMPAIGN OBJECTIVES:

THE HEART OF EVERY MARKETING STRATEGY

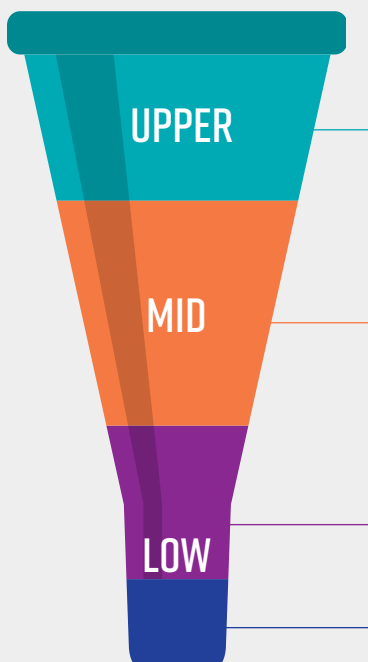
A successful marketing campaign begins with one fundamental principle: clear, well-defined objectives. These objectives serve as the guiding force behind every media strategy and budget decision, ensuring that campaigns are not only well-targeted but also aligned with broader business goals. However, one of the biggest challenges brands face is a lack of cross-team alignment, where one department sets objectives in isolation — often leading to disjointed strategies that lack synergy across the business.

“SOMETIMES THE OBJECTIVE GETS SET BY ONE TEAM [E.G., BRAND], AND THEN THE MEDIA PLAN GOES FROM THERE, MAKING OTHER TEAMS [E.G., E-COMMERCE OR SHOPPER] SECONDARY.”

This often creates inefficiencies and limits a campaign's potential to deliver cohesive, impactful results. To overcome this hurdle, it's essential for teams — be it brand, e-commerce, shopper marketing, or retail — to work together from the outset. Cross-functional collaboration ensures that the campaign objectives ladder up to a unified strategy, allowing resources to be allocated effectively across the entire customer journey.

As retail media continues to grow in prominence, more brands are beginning to adopt this holistic approach. By aligning each team's goals from the start, brands can ensure that their media strategies don't just meet individual departmental KPIs but contribute to the overarching business outcomes.

OBJECTIVES TIED TO CHANNELS, KPIS



OBJECTIVE	STRATEGY	CHANNEL CONSIDERATION SET	KPIS
AWARENESS	<ul style="list-style-type: none"> New Product Launch Household Penetration Recipes/Inspiration Trial 	<ul style="list-style-type: none"> Social (Facebook, Instagram, Pinterest) Offsite Video Offsite Display Onsite Display 	Reach (Impressions, Views) New-to-Brand Customer Lifetime Value
CONSIDERATION	<ul style="list-style-type: none"> In-Market Category Intent Lapsed Customers Basket Affinity 	<ul style="list-style-type: none"> Offsite Video Offsite Display Social (Facebook, Instagram, Pinterest) Onsite Display Email 	Reach (Impression) Engagements
SALES	<ul style="list-style-type: none"> Seasonality Trends Promotions Category Share Lift 	<ul style="list-style-type: none"> Sponsored Search Onsite Display Offsite Display Price/Item Amplification In-Store* 	ROAS IROAS (if applicable) Incrementality*
RETENTION	<ul style="list-style-type: none"> Customer Engagement 	<ul style="list-style-type: none"> Off-platform Display Email 	ROAS

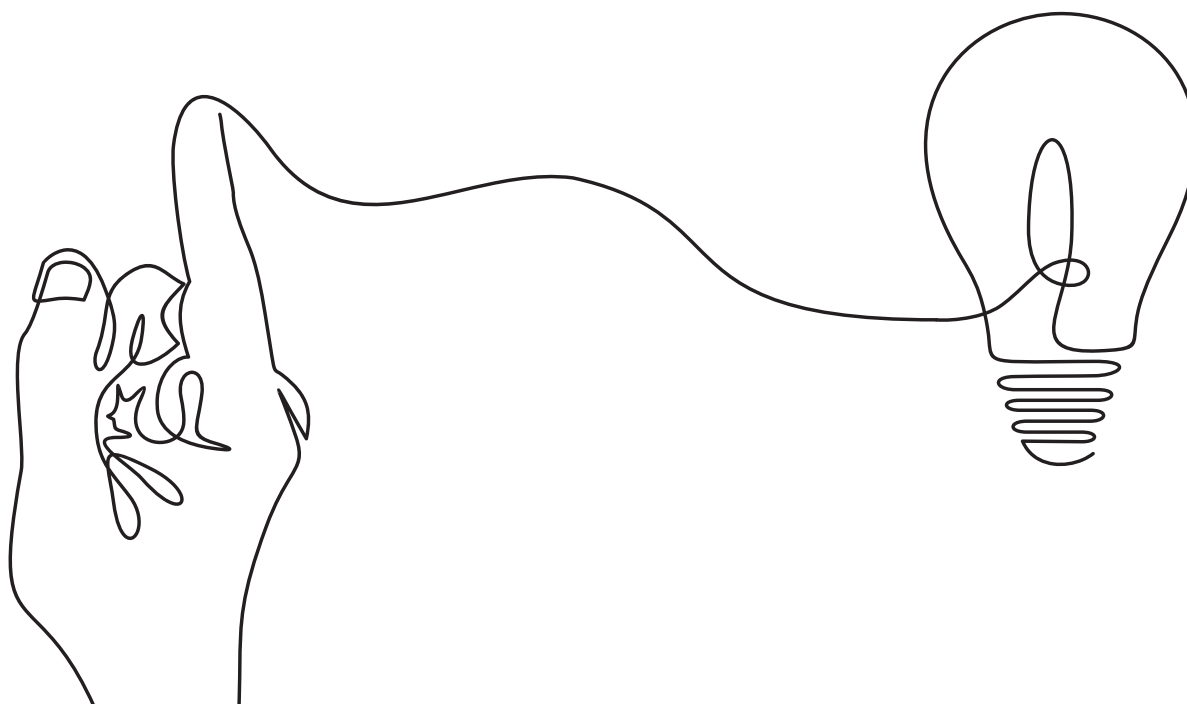
Graphic by the Path to Purchase Institute; content from Albertsons Media Collective. * added by P2PI

SHIFTING FOCUS: FROM ROAS TO HOUSEHOLDS

Campaign objectives are also evolving beyond traditional metrics like Return on Ad Spend (ROAS). Increasingly, brands are shifting their focus to long-term growth — specifically, acquiring and retaining households, a key competitive differentiator.

"THE NUMBER ONE OBJECTIVE WE EVER LOOK AT IS HOUSEHOLDS. I DON'T CARE ABOUT ROAS. I DON'T WANT TO HEAR ABOUT IT. TELL ME ABOUT THE INCREMENTAL PEOPLE THAT ARE COMING IN."

This marks a departure from focusing solely on short-term efficiency metrics and signals the importance of incremental household growth over immediate returns. Building a loyal customer base delivers sustainable growth, and RMNs can be a powerful tool for this, provided campaigns are built around clear acquisition goals.



THE IMPORTANCE OF DEFINING CLEAR CAMPAIGN OBJECTIVES



Clear, defined objectives are essential to guiding every aspect of a campaign — from media planning to budgeting. Whether the objective is to increase brand awareness, drive online or in-store sales, or acquire new customers, having a clear understanding of what success looks like is the first step in ensuring a campaign's effectiveness:

1. UNDERSTANDING THE DESIRED OUTCOME:

A campaign objective should outline the primary goal that the brand aims to achieve. For example, is the objective to maximize ad impressions (awareness), reach as many unique customers as possible (reach), or drive link clicks that lead to conversions? Each of these objectives requires different tactics, and the more clearly they are defined upfront, the more effective the media strategy will be in delivering results.

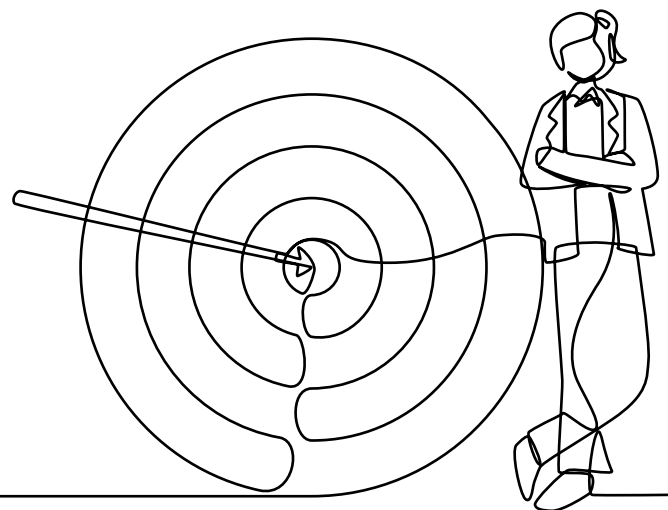
2. ALIGNING OBJECTIVES WITH THE BUSINESS STRATEGY:

Marketing objectives shouldn't exist in a vacuum. They must be directly tied to the broader business goals of the organization. For instance, if a retailer's goal is to expand into a new market, the campaign objective might focus on driving brand awareness among a specific demographic or geographic region. On the other hand, if the brand's focus is customer retention, then the objective might be to deepen engagement with existing customers through targeted offers and loyalty programs. In this way, media objectives act as a roadmap, guiding all subsequent marketing efforts toward a clearly defined endpoint.

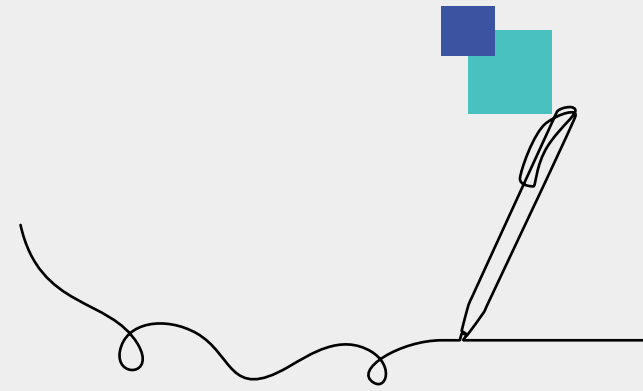
3. LEVERAGING RETAILERS' FIRST-PARTY DATA:

In the retail media landscape, brands have a unique opportunity to tap into retailers' first-party data to define and refine their campaign objectives. By understanding the shopping behaviors, preferences, and demographics of target audiences, brands can create highly personalized campaigns that resonate with consumers. This data-driven approach allows for more precise targeting, ensuring that the right message reaches the right customer at the right time.

For example, leveraging insights from first-party data might reveal that a specific audience segment is more likely to convert when targeted with in-store promotions rather than digital ads. This information can help inform the campaign's media mix and guide budget allocation to the most effective channels.



SETTING OBJECTIVES 101: CONSIDERATIONS FOR ALIGNMENT



- What are the key objectives of your marketing campaign?
- How do these objectives align with your overall business goals?
- What is your campaign and media strategy to achieve this objective?
- Are there specific target audiences or market segments you need to consider?
- What are their shopping behaviors?
- How and where should we be reaching your target shoppers? What do we need to say to them?
- What retailers, channels or platforms are most effective in reaching your target audience and delivering your media strategy?
- How much budget should be allocated to each channel or tactic based on past performance and projected ROI?
- What is the expected timeline for the campaign, and how does this impact budget allocation?
- What might the impact be beyond the impact on your brand. (Retailer relationship, category impact, first-to-market PR, etc.)
- If considering retailer budgeting, what is the market share of each retailer and what's your position in the category?
- Where should this budget come from internally? Consider the KPI/opportunity and capability of available tactics.

BUDGETING: ALIGNING RESOURCES TO DRIVE IMPACT

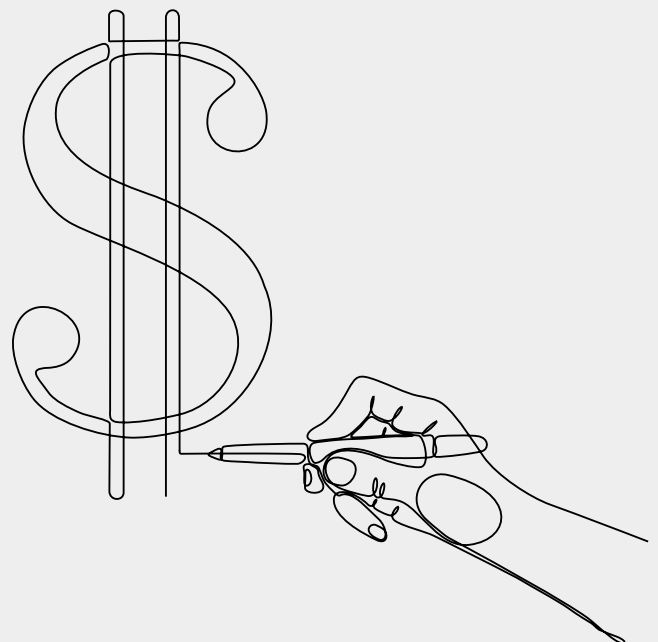
Clear objectives not only inform media strategy but also guide budget allocation. Without understanding the campaign's purpose, brands risk spreading their efforts too thin, leading to diluted outcomes. Budgeting in retail media is rapidly evolving. Traditional divides between brand, shopper, and e-commerce budgets are being challenged by the rise of RMNs, creating confusion about who is responsible for what funds.

Brands now need to rethink their budgeting processes, breaking down internal silos to create unified strategies that consider all touchpoints across the customer journey — both digital and physical. This unified approach allows teams to collaborate across budgets and align on objectives, ensuring that campaigns have the resources they need to succeed. This shift in approach is closely tied to the evolving role of Joint Business Plans (JBPs).

It's no secret that the role of JBPs have significantly evolved, especially with the rise of digital media, retailer media networks (RMNs), and changing consumer behaviors including media consumption and ways to shop. While JBPs historically centered on brands contributing financially to retailer promotions, they have now transformed into data-driven partnerships

"BUDGET ALLOCATIONS WERE CLEARLY DEFINED, BUT RETAIL MEDIA HAS ACCELERATED RAPIDLY AND SPEND POOLS HAVEN'T CAUGHT UP."

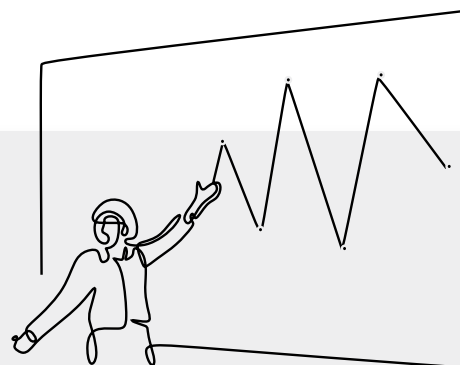
that impact budgets, growth and ROI. RMNs will continue to grow with \$396B being spent by 2029, and JBPs will serve an even more critical role to ensure brands and retailers are working together more strategically across media channels to cross-promote.





ACTIONS THAT LEAD TO SUCCESS

- Clear Alignment of Goals: Brands and retailers must align business objectives for growth and outline measurable outcomes.
- Balanced Media Investment: With RMNs and digital platforms, JBPs now involve diverse media channels, demanding transparency and performance metrics.
- Proof of Efficacy: Brands require evidence that their JBP investments drive real outcomes, such as incremental sales growth and lift in customer engagement.
- Data-Driven Decision Making: The digital age enables real-time adjustments and precise targeting to optimize investments.



EXPECTED RESULTS

- Maximized ROI: Data-aligned JBPs significantly boost ROI.
- Enhanced Brand-Consumer Connection: Digital platforms and RMNs personalize customer experiences, increasing basket-size and repeat purchases.
- Scalability: JBPs with clear objectives and data insights are easier to scale across many retailers.
- Agility in Media Buying: Data-driven strategies allow brands to adapt quickly to changing consumer behavior.

BEST PRACTICES & TIPS

Regularly review and update your budget allocation based on performance and data market conditions.

Have a learning agenda: Test and iterate on different tactics or placements to optimize results over time.

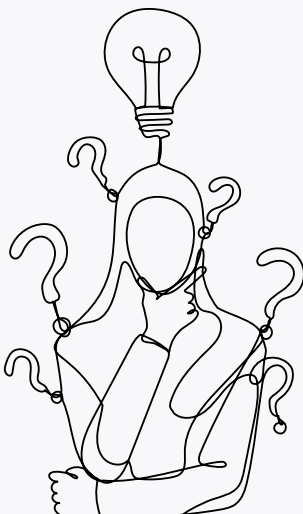
Prioritize channels or tactics with proven track records of success but remain open to experimenting with new tactics/approaches.

Maintain clear communication and alignment between marketing objectives, budget allocation and execution. Which stakeholders do you need to keep informed and bring on the journey?

Consider investing in tools or technologies that streamline budgeting and performance tracking processes.

Limit KPIs – be single-minded in your objectives.

Test and learn approach: 70/20/10 - assign 70% of your budget to established, proven methods; 20% to testing new approaches with moderate risk; and 10% to completely new experimental ideas.



WATCH-OUTS & COMMON PITFALLS

Overcommitting budget to a single channel or tactic without considering alternatives.
Failing to account for external factors such as seasonality or competitor activity in budget planning.

Ignoring the impact of inflation or market fluctuations on the cost of advertising or other marketing expenses.

Underestimating the time and resources required to manage retailer relationships and associated fees effectively.

Neglecting to track and analyze the performance of retailer fees as part of the overall campaign ROI.

Spreading budget too thinly – trying to achieve too much.

Setting one KPI when planning but analyzing the campaign against another KPI.

Going for the “cheapest” option without considering the detrimental impact this could have on your campaign. For example, a more targeted campaign might be worth a higher CPM.

Launching and leaving. How can you maintain campaign success on an ongoing basis – i.e. launch and love/retargeting engaged shoppers.

Failure to use previous campaigns to inform future budget allocation, repeating the same mistakes.
How can you engage your total business in this effort?

ADAPTING TO A HOLISTIC APPROACH

To allocate resources effectively, brands must understand the objectives driving each campaign — whether it's acquiring households, driving store traffic, or deepening customer engagement. This clarity helps brands ensure that their budgets are used efficiently and that media investments contribute to broader business outcomes.

Unified budgeting is key to breaking down silos.

This approach encourages collaboration and more effective budget use, ensuring that retail media campaigns achieve both reach and performance across all touchpoints.

"WE WANT TO SOLVE HOW WE'RE PLANNING AS ONE, BREAKING DOWN THE SILOS, AND THEN LOOKING ACROSS BUDGETS THAT SIT IN DIFFERENT PLACES TO CREATE ONE COHESIVE PLAN."




ALIGNING MEASUREMENT WITH BUDGETING

As retail media investments grow, so does the need for clear, reliable measurement. Incrementality — the ability to prove that retail media drives new sales that wouldn't have happened otherwise — is crucial to optimizing budgets and justifying the investment.

“IN TERMS OF BUDGET ALLOCATION, IT REALLY COMES DOWN TO CLOSING THE LOOP AND UNDERSTANDING THE MEASUREMENT. BECAUSE WHEN YOU GO AND START TRYING TO GET FUNDS, YOU NEED SOMETHING AS PROOF.”

But while the focus on incrementality has grown, it remains a point of contention. Some question whether incrementality is a reliable indicator of success or simply a metric that benefits the retailer more than the brand. Is it a “malarkey metric,” or can brands use this data to effectively target and engage households in meaningful ways?

While some argue that incrementality serves the retailer by inflating performance results, many brands believe that, when used correctly, it provides critical insights into customer behavior. Incrementality can help brands identify new customer segments, refine their targeting strategies, and better understand cross-channel performance. By leveraging this data, marketers can tailor their messaging and offers to specific households, driving more personalized and effective engagement.



“TO RMNS, I SAY INCREMENTAL. I DON'T CARE ABOUT ROAS, I DON'T WANT TO HEAR IT EVER. TELL ME ABOUT THE INCREMENTAL PEOPLE THAT ARE COMING IN.”

However, achieving this level of granularity requires access to robust, transparent data. Many RMNs tout their ability to drive new customer acquisition, but without clear visibility into the metrics behind these claims, brands are left in the dark. Brands need transparency from RMNs, demanding more sophisticated insights to ensure their campaigns are driving incremental value. This data can help brands refine targeting, improve cross-channel performance, and justify media investments.

The ability to accurately measure incrementality is not just a matter of performance reporting — it's integral to how brands allocate their budgets. By knowing which campaigns and channels are driving the most incremental value, brands can make informed decisions about where to invest their marketing dollars. This ties back to the overarching theme of budget allocation across retail media channels. If a campaign is proven to be delivering incremental sales, it can justify further investment, whereas campaigns that fail to demonstrate this impact may need to be reevaluated.

**"IT'S NOT ENOUGH TO JUST BUY INTO
THE POTENTIAL OF RETAIL MEDIA
ANYMORE. NOW WE NEED PROOF."**

Incrementality isn't the only performance metric brands care about, but it provides a data-driven framework for making informed budgeting decisions. Marketers need RMNs that can provide reliable cross-channel insights, ensuring that their investments are truly driving additional value. Only then can brands confidently allocate their budgets in a way that maximizes ROI and ensures long-term success.

CASE STUDY

A locally owned dairy brand utilized Vibenomics to promote its new lactose-free milk product launch in a recent In-Store Audio campaign. Targeting shoppers in a major northeastern supermarket chain, the brand sought innovative ways to educate consumers on the new offering.

The primary objectives of the 5-week In-Store Audio campaign were to create awareness and drive sales. The campaign consisted of dynamic ads that highlighted the product's delicious taste, nutritional benefits, and freshness. The campaign's creative, remaining contextual and relevant, prompted shoppers to locate the brand in the dairy sections within the store.

Vibenomics, in partnership with Pathformance, conducted a test vs. control study to measure incremental uplift to sales of the "locally-owned dairy brand" across the northeastern markets where the campaign ran. During the 5-week campaign period, the locally-owned dairy brand saw a +6.2% sales lift, with the average sales lift

for any media measured within the category being only 2%. The brand also saw a ROAS of \$1.41 as a result, proving the overall effectiveness of the In-Store Audio campaign.






IN-STORE MEDIA: BRIDGING THE PHYSICAL AND DIGITAL WORLDS

While digital platforms have long dominated the focus of RMNs, there is a growing recognition that the majority of transactions — over 80% — still occur in physical stores. This creates a significant gap between where retail media investments are being made and where actual purchasing happens. The disconnect between digital targeting and in-store purchasing behavior leads to a disjointed retail media journey for customers, potentially leaving sales and engagement opportunities untapped.

Marketers are beginning to acknowledge the importance of integrating in-store experiences into their broader retail media strategies.



"AT THE END OF THE DAY, IT'S STILL MEDIA. IT DOESN'T JUST HAVE TO PUSH PROMOTIONS; IT CAN CONVEY BRAND MESSAGES AS WELL."

This underscores the untapped potential of in-store media, which can act as a touchpoint for both promotional messaging and brand storytelling, extending beyond the boundaries of online-only formats. By leveraging in-store screens and other media channels, brands can create a more seamless customer journey that bridges the gap between digital and physical retail environments.

However, with this shift comes the challenge of aligning objectives and budgets across both digital and in-store formats. Traditionally, retail

media investments have been siloed within digital marketing budgets. Yet, as brands reconsider how they engage with customers, there is increasing pressure to allocate funds more holistically. This involves not only breaking down internal silos across brand, shopper, and e-commerce teams but also looking at how different budget lines can be leveraged to achieve a unified set of objectives across the entire customer journey.

In-store media, although often seen as difficult to measure, holds significant potential for supporting a range of brand objectives, from awareness to conversion. The complexity of measuring in-store impact should not deter brands from embracing these opportunities. Instead, there should be a stronger emphasis on defining objectives upfront—whether it's driving awareness or encouraging conversion—and ensuring that both digital and physical touchpoints are considered in the media plan.

SELECTING AUDIENCES & TARGETS

IN PARTNERSHIP WITH



Effective audience targeting is essential to achieving business goals, whether you're focused on building brand awareness, increasing engagement, or driving conversions.

The following step-by-step guide, created by G-Comm, Goodway Group's retail media accelerator, provides a comprehensive approach to aligning your audience targeting strategies with your objectives. These outcome-driven techniques leverage data-driven insights and RMNs' unique capabilities and were developed

based on extensive experience working with over 40 CPG brands and optimizing multiple RMNs. Read on to learn how to precisely target the right audience segments, optimize performance, and tailor your marketing efforts for maximum impact. From defining your target audience to selecting the most effective segmentation and targeting techniques, this guide equips you with the tools to meaningfully connect with consumers and achieve real business outcomes.

A STEP-BY-STEP “HOW TO” GUIDE

STEP 1: ALIGN TARGETING WITH BUSINESS GOALS

Start with the end goal and work backward, making sure there's a crystal-clear understanding of the objective. Your targeting strategy (and channel/tactic selection) will differ depending on your objective, such as whether you're trying to grow existing households or acquire new households.



Key Question:

What are you trying to accomplish and how will it be measured?

OBJECTIVE	TARGETING STRATEGY	MEASUREMENT
BRAND/AWARENESS	Category, demographic, affinity, and other broader characteristics aligned to a brand's design target	Exposure-based KPIs: impressions, (unique) reach, viewability, brand lift
CONSIDERATION	Narrower characteristics aligned to a brand's design target: brand buyers, lapsed brand buyers, propensity, competitive brand buyers, retargeting	Interest/engagement-based KPIs: number of clicks, click-through rate, landing page views, video view-through rate, video watch time, etc.
CONVERSION/PERFORMANCE	Characteristics aligned to a brand's design target: brand buyers, lapsed brand buyers, propensity, retargeting	Action-based KPIs: purchase rate, sales, ROAS, iROAS (sales lift)
GROW HOUSEHOLDS	Deepen existing relationship: brand buyers, lapsed brand buyers, retargeting	Sales rate, average order size
ACQUIRE HOUSEHOLDS	Prospecting-oriented: category, demographic, affinity, propensity, competitive brand	Net new (to brand) customers

Editor's note: Related to the chart on page 5 with some variation in terminology.



Watch Out!

There's a potential for overthinking and over-targeting. You don't want to introduce too much granularity, especially early in the process. In certain categories, the cost of close targeting can outweigh the benefits of mass targeting.

To effectively integrate business goals, leveraging RMNs with access to first-party data is essential. RMNs provide precise targeting capabilities, enabling brands to reach proven shoppers — those who have previously purchased your products or similar ones. Aligning your business objectives with audience reach ensures more impactful media efforts, driving relevance and performance.

INTERROGATE THE BUSINESS GOAL

- Category trends: Understand market dynamics and shifts within your product category. Identifying new opportunities, key players, and changes in the competitive landscape helps you stay ahead and innovate.
- Consumer trends: Assess changes in consumer behavior including what people are buying, how they're engaging with brands, and what's driving their decisions. Tailoring your strategy to these shifts aligns your approach with evolving customer expectations.
- Cultural trends: Analyze cultural influences that shape consumer attitudes and behaviors. Understanding societal shifts, businesses can craft messages that resonate with their audience and integrate these insights into their overall strategy.



STEP 2: CREATE A HOLISTIC PLAN

Determine which RMNs are best suited for each goal. Consider the uniqueness and size of the RMN, the ability to segment appropriately, and the available inventory. Data and its scalability

can vary widely, from a mass merchant with 165 million addressable customers to a regional grocer with two million customers and a small e-commerce footprint.




Be Your Own Advocate:

Ask the right questions to make sure you know how everything works. Make sure you ask what percent of an RMN's audience you can reach as well as optimum frequency targets.



Zoom In:

Evaluate RMNs for specific audience demographics and psychographics.



When evaluating RMNs, it's essential to assess the reach and targeting capabilities of each network, especially concerning audience demographics (age, gender, location) and psychographics (interests, behaviors). RMNs with robust first-party data allow for precise targeting of your core customer base, ensuring alignment with your

business goals. Networks that offer customizable audience-building tools and segmentation across digital platforms such as mobile apps and connected TV can significantly improve engagement across the purchase funnel.

Dig Deeper: Understand and consider the impact of potential shopper loyalty programs. RMNs often leverage these programs to offer comprehensive insights and better targeting, which can enhance campaign performance and drive brand loyalty.

To identify audience segments, start by leveraging the data and insights provided by RMNs to understand shopper behavior and identify high-potential segments. Depending on your business goal, such as increasing brand awareness or driving conversions, focus on audience segments that align with those goals. For brand awareness, upper-funnel segments such as new-to-brand shoppers or in-market consumers looking for

similar products are crucial. For performance and conversions, lower-funnel segments like repeat buyers or high-intent shoppers with past purchase behavior in your category are more likely to deliver results. Custom audience-building capabilities and past campaign performance analysis of similar products also provide insights into which segments to prioritize.



CASE STUDY

BUZZBALLZ INCREASES CPG RESULTS WITH A RETAIL MEDIA STRATEGY



Goodway Group's holistic retail media strategy drove new customers, more sales, and improved ROAS for ready-to-drink cocktail brand BuzzBallz. Through one RMN, one BuzzBallz tactic drove the highest ROAS during every month in a quarter. On another network, BuzzBallz quickly rose in rank from 14th to 7th place among prepared cocktail brands in a year and, looking at monthly gains, earned its highest monthly market share ever — 2.6% — in the prepared cocktails category.

STEP 3: DEFINE YOUR TARGET AUDIENCE

Identify your target audience's characteristics, preferences, and behaviors. Assess your current first-party, second-party and third-party data and determine additional data needs. Use past performance and results to inform your strategy, making sure you have a clear understanding of the appropriate data insights needed to feed your objective. Different data sources will be relevant depending on your category/product and objective. Ultimately, structure your campaigns with the right audience segmentation to support existing business and prospect new-to-brand leads.

Industry Challenge: With walled gardens, everybody has their own identifier, so there's a challenge connecting the dots and building a complete picture of a shopper's journey. Now there's more willingness to work together and address this concern, and technologies, such as data clean rooms, are one potential

solution allowing for “data” collaboration. Clean rooms with good match rates help to effectively use second-party and third-party data to enhance a campaign by ensuring you don't end up overpaying on CPMs for minimal enhancements to your audience.

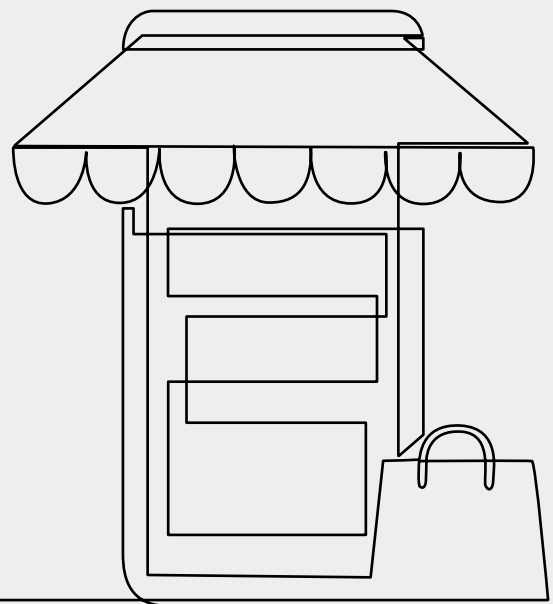


Be Your Own Advocate:

If RMNs can't share data or if you can't overlay your CRM data, consider taking a hard stance on where you won't invest until that can happen, especially with niche audiences.

EXAMPLE: FROM MASS APPEAL TO SMART TARGETING

Let's say you're a chocolate brand. While most people eat chocolate, many are not going to a chocolate brand's website or have that brand's application on their phone. Chocolate is mostly an impulse purchase, so chocolate brands generally don't have a lot of first-party data. Therefore, the chocolate brand is very reliant on what retailers have, and there are varying degrees of validity to that data. You might just be pulling people who purchased chocolate in the last 60 days – which is everybody. You might as well just target everybody. It's that tipping point for those brands that are so universally purchased by everybody, because it makes it harder to justify the premium of going through a retail media network.





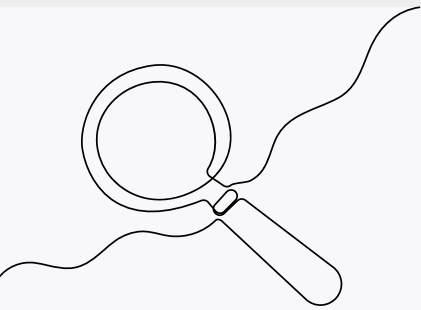
Watch Out!

Don't treat every campaign in a silo. It's critical to evaluate and incorporate data and insights from past campaigns, despite the hurdle that it's not automatically made available. Manually searching for and analyzing what worked from a targeting perspective in previous campaigns is worth the time and effort.



Bright Idea:

Build your own pivot table to consolidate data from different platforms. After any campaign, manually plug in data on which audiences are performing, the conversion rates, the CPMs, the placements that are working, etc. Use that to your advantage in conversations with the retailer.



CASE STUDY

DOLLAR GENERAL MEDIA NETWORK (DGMN) AND GEORGIA-PACIFIC ACTIVATE A HIGHLY EFFECTIVE DIGITAL MARKETING CAMPAIGN



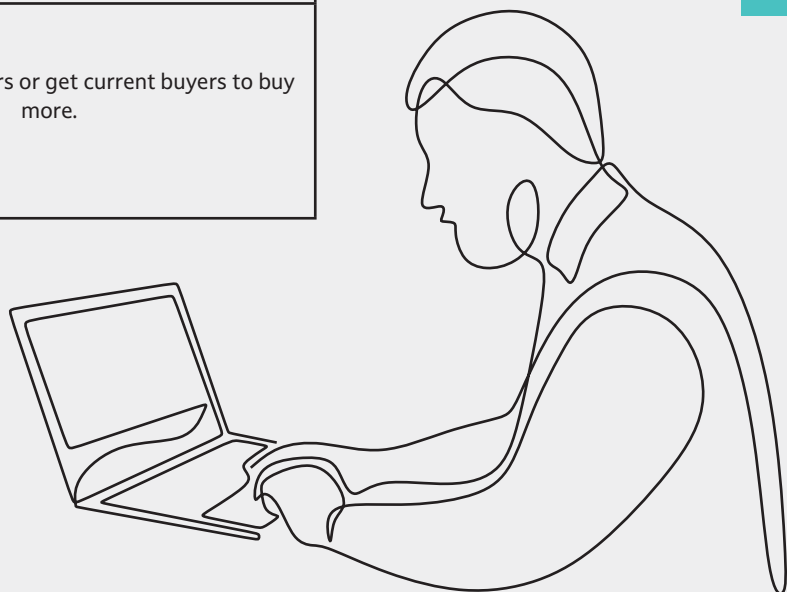
The specialized media plan consisted of targeting Angel Soft audiences using DGMN's first-party data across the digital ecosystem through programmatic audio, off-site, and on-site display. In addition, the audience targeting strategy took a multi-faceted approach to engage with bath tissue buyers within the brand and category. This allowed the initiative to focus on existing customers while extending efforts to convert competitor purchasers into new Angel Soft shoppers.



STEP 4: SELECT SEGMENTATION AND TARGETING TECHNIQUES

Use data to segment consumers based on demographics or interests.

BEHAVIORAL TARGETING: TAILOR CONTENT BASED ON USER BEHAVIOR.	Analyze how prime prospect groups within the target audience segment are purchasing and what influences them, which is especially useful for CPGs that aren't direct-to-consumer sellers and therefore don't have robust first-party data.
CONTEXTUAL TARGETING: DISPLAY ADS IN RELEVANT CONTEXTS.	Reach an audience that has demonstrated an interest in topics that are related to the product(s) being marketed with more relevant ads.
DEMOGRAPHIC TARGETING	Reach audiences by these characteristics and more: age, gender, income, education, and occupation.
GEOGRAPHIC TARGETING	Reach people based on their location such as country, city, or even specific neighborhoods (especially useful for businesses or those planning events).
LOOK-ALIKE AUDIENCES: CREATE SIMILAR PROFILES TO EXPAND REACH.	Pull new users into your category.
PSYCHOGRAPHIC/INTEREST-BASED TARGETING	Reach an audience based on lifestyle, interests, and hobbies.
RETARGETING: REACH USERS WHO HAVE PREVIOUSLY INTERACTED WITH YOUR BRAND.	Grab relapsed buyers or get current buyers to buy more.



CASE STUDY

DOLLAR GENERAL AND PEPSICO BOOST CONVERSION RATES WITH FULL-FUNNEL RETAIL ACTIVATION



PepsiCo used its CDNA first-party data and Dollar General's syndicated retail audience data to reach its target audience via premium online video, exposing consumers to brand-focused messaging. Dollar General's data was also used to reach more consumers via display and premium online video channels, exposing them to an ad designed to drive them to the Dollar General website to redeem a coupon. Users exposed to the brand-focused messaging were also retargeted with the

sales-focused ad. The results proved that using a full-funnel, omnichannel approach coupled with retail data and measurement can help drive better performance and cost-efficiency than running separate brand and retail sales campaigns. PepsiCo plans to adopt this approach for future campaigns, including those with other retail partners.

STEP 5: ASSIMILATE FIRST-PARTY DATA

This data could include demographic info, interests, location, purchase history, loyalty programs, coupons, and social media data.

CASE STUDY

AGRICULTURAL PRODUCTS COMPANY INCREASES MARKET SHARE WITH AOR, GOODWAY GROUP AND DGMN



Recognizing the constraints of advertising to an agricultural (AG) audience, Goodway Group and the company's AOR researched innovative ways to increase market share in smaller rural markets and boost overall campaign performance. To address the challenge, Goodway Group suggested the AG company tap into DGMN's audience data to expand its audience. As the nation's largest retailer by store count, Dollar General (DG) has 90MM reachable customers and, with 80% of DG's footprint in rural areas, they have proven incremental reach in rural areas. The

collaboration between its AOR, Goodway Group and DGMN expanded market share within the agricultural sector for the AG products company as hypothesized. In addition, the AG products company uncovered valuable insights for ongoing optimization in using a mix of first-party data from Farm Connect and DGMN. The success of the strategy highlighted the importance of data-driven decision-making in niche markets and proved how using a targeted approach with RMN audiences as a non-endemic brand can significantly improve both campaign performance and audience reach.

STEP 6: ACCELERATE YOUR RETAIL MEDIA IMPACT

Tap into RMN contacts/relationships for special audience targeting opportunities such as new brand initiatives or opportunities/betas where you can test and learn. Most RMNs encourage collaboration and developing customized audiences and campaigns that align with your

business objectives. Many will even offer campaign planning advice based on category and other pertinent data. They can give you the advantage of precise targeting by reaching proven shoppers who have already purchased your products or those in a similar category.

Dig Deeper:

Often, retailers want to be able to provide additional information, but they may not have everything readily available. Discuss what can be made available and find the best way to bring that together to inform the audience you're targeting. Brands are participating across multiple networks (channels, platforms, and so on) and want to avoid duplication and over-saturation. Have an open conversation and share blind data points from other retailers or past programs to validate. When all players bring their information/knowledge to the table, they can find creative solutions.

Industry Challenge:

One of the intricacies of retail media is that you're working with retailers who have other priorities beyond media as well; they can't share all types of data in a scalable way. While in an ideal world, a media transaction would

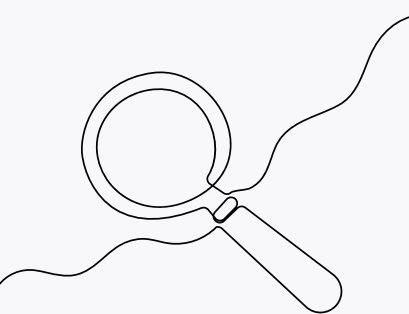
entitle all buyers to the same level of data sharing. In the real world, building specialized audiences is quite a manual process, and a retailer's willingness to do so can depend on a lot of factors including spend size and relationship importance.



Bright Idea:

Look at past campaigns for similar products and how well they fared to mine insights.





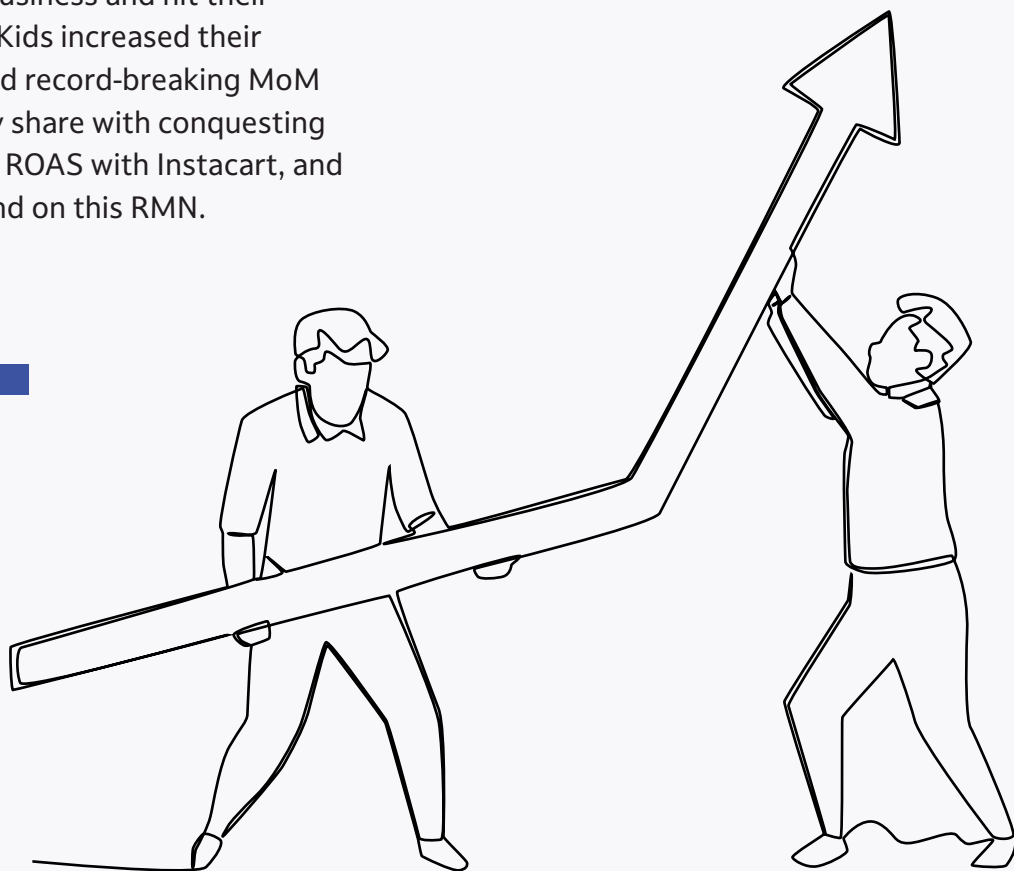
CASE STUDIES

PRO SPORTS TEAM AMPLIFIES AUDIENCE REACH

Goodway Group collaborated with Skai, an omnichannel marketing platform, to run a closed beta program on Amazon Ads to uncover new audiences for a pro sports team. The campaign proved successful at driving awareness to previously untouched audiences. It increased all key media metrics, indicating a positive performance. Amazon Ads was also more cost-effective.

SERENITY KIDS GROWS REVENUE 251% ON INSTACART

Optimizing the budgets by demand and introducing new campaign types in Instacart proved successful. Since Goodway Group built trust between all the parties involved, the baby food company was granted early access to new betas, campaigns, and placement offers that helped them scale their business and hit their company goals. Serenity Kids increased their sales revenue, experienced record-breaking MoM sales, grew their category share with conquering keywords, improved their ROAS with Instacart, and became a top-selling brand on this RMN.



BEST PRACTICES AND TIPS



- Be your own advocate.
 - You know what's best to be able to reach the audiences you want.
- Be data-driven and lead with insights.
 - Make decisions based on data, even if it contradicts initial assumptions.
 - Ensure brand safety and monitor fraud.
 - Continually monitor, optimize, and adapt to changing trends and user behavior.
- Prioritize measurement and adaptation.
 - Measure, measure, measure! Adapt measurement strategies as business measures change over time.
 - Meet customers where they are and leverage appropriate networks and platforms.
- Select the right RMNs.
 - Assess both quantitative and qualitative factors.
 - Analyze past campaigns and consider new brand initiatives or opportunities.
 - Focus on audience reach and if you can access your core customers and product categories.
 - Define clear success metrics for each network.
 - Evaluate and optimize spend across networks.
 - Consider fees, data integration, the user experience, and reporting capabilities.
 - Select the right media mix.
- Use insights and partner test-and-learns.
 - Determine the channel and tactic mix based on investment levels and goal KPIs.
- Avoid common pitfalls.
 - Not having a bigger picture view and starting tactically without a clear end objective.
 - Not defining KPIs and measurement strategies from the start.
 - Falling for “shiny object” syndrome without rigorous measurement.
 - Not allowing enough volume or time for data-driven decisions.
 - Over-targeting.
 - Duplicating audiences. Certain households may be inundated with ads constantly, and most retailers can't provide that universal view of customer frequency.

MEASUREMENT: AN ONGOING DISCUSSION

IN PARTNERSHIP WITH **MARS** **UNITED** **COMMERCE** **TransUnion** 

Measurement continues to be a hot topic amongst the commerce marketing community and it will only grow in importance as more RMNs enter the space, and new and existing RMNs alike are tasked with giving CPG brand advertisers a reason to invest and keep coming back. While there are significant efforts to standardize measurement

by organizations like the Interactive Advertising Bureau (IAB), the main hurdles still need to be jumped and the very definition of retail media measurement remains muddled. Read on to find out what RMG members are saying.

Editor's note: All quotes have been anonymized to allow candidness.



I think what it is and what people want it to be are two different things. There's a lot of frustration around measurement, but I think just even in the last 12 months, I'd say the shift from return on ad spend (ROAS) to incrementality is very evident.

At the end of the day, a retail media network has to provide measurements so that any advertiser has a reason to come back.

I think the reality depends on which retailer you are working with. Certain retailers have a much more open and transparent approach to measurement — maybe because they're not a market leader or a top tier in their region — and therefore to unlock that ad spend, they have to show more to an advertiser to unlock that spend. Arguably, everyone should be in that boat.

VARYING APPROACHES AND METHODOLOGIES TO MEASUREMENT HAVE CREATED SOME MISTRUST.



I don't trust anything a retail media network shares with me because it's from their self-interest. It's the same way as the ROAS calculations can be different. ... I just don't think you can rely on the retailers' [reporting] because they're just going to give you data back in the way that's rosiest for them.

I think that transparency is very important because now almost all retailers have a retail media department and their corporate marketing department — and a lot of times, measurement has overlapped with the corporate marketing team. So sometimes it's hard to gauge what was the effectiveness of the retail media campaign versus the corporate marketing campaign.

The way to grow the retail media industry is to be more transparent about how things are performing. My personal belief is, why keep chucking money after something that isn't working? That's when you start getting to the discussion that this is just a 'retail tax.' It's not driving growth through our business. So the more transparent the retailer is with their measurement, the better the ads will perform and the lovely flywheel starts to go.



**TRANSPARENCY
SHOULD BE AT THE
HEART OF RETAIL MEDIA
MEASUREMENT.**

WHILE THERE ARE SOME METRICS THAT SHOULD BE INCLUDED IN REPORTS, ALIGNING CAMPAIGN OBJECTIVES TO THE RIGHT – OR CUSTOM – KPIS IS NECESSARY.

I think the way it's evolving is that there's customized KPIs or measurements. ... You need to be very upfront with that brand with what they're trying to do. Because we can't move every KPI. We can't move every measurement metric. If we're focused on one or two metrics, let's zero in on that and deliver against those measurements.


... which would influence the planning of the campaign and the channels and the placements and everything else from there.

That's a great point because we should measure the return on objective (ROO) and not just return on investment (ROI). ROI can involve both tangible and intangible components, so focusing solely on it may not capture the full picture. For instance, if you have an awareness campaign aimed at increasing brand recognition or attracting new buyers, measuring it only by ROI or ROAS may not reflect its effectiveness accurately. Therefore, the KPIs should be thoughtfully designed to align with the specific objectives of the campaign, ensuring a more accurate assessment of its success and impact.






MEASUREMENT STANDARDIZATION IS FEARED TO BE STALLED.




I applaud the IAB and others for trying to create standards ... but let's try not to make the mistakes in social and that search did with measurement because they never got it right with TV. We never got a true cross-platform measurement out of Nielsen or Comscore. And I think we have a chance to really raise confidence and give [advertisers] a reason to come back. But it feels stalled to me.


IF RETAILERS AGREE ON MEASUREMENT METHODOLOGIES AND STANDARDS, THERE STILL MIGHT BE SOME TRUST ISSUES THEY'D HAVE TO WORK THROUGH WITH THEIR BRAND PARTNERS.



They can say they [have the same methodologies as other RMNs], but I don't trust it. I just think there's always nuances to how the calculations are done. Even if they're following a typical methodology.



I would agree in that, if you log into how many retailers a day — 12? — they all measure differently. There is no standardization and part of our job internally is contextualization. If we look at Wakefern, we have to contextualize how Wakefern is measuring. What is Wakefern's sort of scale compared to someone like Walmart? It's completely different. So, while we do our best internally to choose KPIs across the board, we also have to contextualize to our business. Not every KPI works with every customer.



It would be great if we could standardize things across the board, but we just don't live in a world right now where Walmart and Wakefern measure the same way. ... You have to understand how they're measuring and contextualize that when you make strategy and decisions.

All the retailers are not dealing with the same type of data, right? Some of them have way more in-store data. They're able to track [for example] 'I reached this exact customer and they did repeat purchase X amount of times in six months,' whereas another retailer isn't going to be able to track to that level of granularity.

SOME RETAILERS MIGHT NOT BE FOLLOWING THE GUIDELINES SET BY THE IAB BECAUSE THEY ARE WORKING WITH DIFFERENT DATA SETS.

INTERNAL SILOS NEED TO BE BROKEN DOWN TO ADOPT MEASUREMENT STANDARDS.

WHILE THEY APPRECIATE THE IAB'S EFFORT TO STANDARDIZE MEASUREMENT, SOME MARKETERS FELT THE GUIDANCE IS STILL FAIRLY NEW AND IT WILL TAKE TIME TO GET ORGANIZATIONS – ESPECIALLY LARGER ONES – TO ADOPT THEM.

I work for a retailer that considers itself a tech company ... and even though we have a very strong engineering organization, different assets are owned by different parts of the business and it's not even that old — it's about 10 years old. But they were created at different times, and not always by people who ever assumed that they'd be used for advertising. So some of our assets don't have the tracking on them that you would expect and to get the engineering team to go back and implement that tracking ... they have other priorities. Everyone has other stuff to do. Newer assets do have the tracking. ... [So] we're in a place where some of our assets are IAB standard measurement, and some of them are not. It's going to take us time to get it ... prioritized to make the changes.

You're talking about trying to get a huge organization to change things like their tracking and their data sets and their data structures. If you're not sure that this is the way it's going to be for the long term then there's also reluctance to make the changes. ... So it's not so much about intent or wanting to do it. It's about the 'how,' how do you actually get it implemented?

AGREEING ON SOME STANDARD METRICS IS CRUCIAL IN THE OVERALL EFFORT TO STANDARDIZE. INCREMENTALITY COULD BE ONE OF THOSE KEY METRICS.

Every single client that I talk to is frustrated with the fact that there's no commonality across all the RMNs. You start out with speaking a variety of different languages and Google Translate isn't working for any of us. And the frustration level is also just escalated more because the methodologies are all different then too. ... It's like this menu of options, but the menu changes not only from retailer to retailer, but from technology, from a tech stack scenario as well. So I feel like everybody has to agree to start with key elements in the same way that a menu has starters and then at least three courses, and everybody level sets against those three courses. At least then everybody starts feeling more confident in building those partnerships so ... fewer people are frustrated.

I really think incrementality is a key thing and it would be a rallying cry that people could probably get around and support and back ... but everybody's got to agree to it. There's no accreditation for measurement and I'm amazed at what some very big social platforms are getting away with.



Do you think part of the direction should be RMNs providing the data necessary for brands to be able to do their own incrementality? ... Because everyone's got a different objective.

Yes!



RATHER THAN PROVIDING AN INCREMENTALITY METRIC, RMNS SHOULD PROVIDE THE DATA NECESSARY FOR ADVERTISERS/CPG BRANDS TO BE ABLE TO DO THEIR OWN INCREMENTALITY.

HOWEVER, THE CAPABILITIES OF THE BRAND CLIENTS AND THEIR TEAMS NEED TO BE KEPT IN MIND.

Some [brands] you send them exposure files, they don't have the team. They don't have the capability to do it. So they're looking at the retailer to put measurement reports together for them.

Transparency, visibility and definitely understanding of the methodology — as that can change — is super important, but I also feel like it's a brand responsibility to ask those questions. The retailer will provide, but the brand needs to be, I guess, savvy enough to ask those questions and dig into those things. Some brands have that capability and some don't.

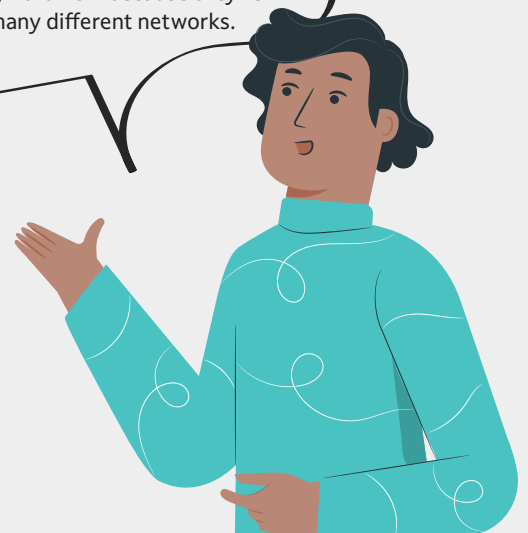
It goes back to that initial planning, right? When a retailer is selling in a retail media campaign to a brand or an advertiser, it has to set the KPIs up front of, what are you wanting to get out of this? Because, to your point, you can't shift every single metric.



RMNS AND SOLUTION PROVIDERS CAN'T BE EXPECTED TO PULL EVERY METRIC LEVER.

I've been selling media for so long. Everybody always wants to understand, 'What's my lift or incrementality?' Or something like that. But they also want to have a brand awareness piece. And so it's like, okay, so which is more important? Because we need to identify how many impressions go to each of those different touch points in order to have the outcomes that you're looking for. Because if you fail ... they don't come back.

When they're that aspirational, when they want that many pieces, you have to remind them how young this retail media industry is ... Retail now has to understand media and media has to understand retail. Just go back to the basics and remind them that you have that maybe with TV or digital or search or social. It's very hard now because they're buying so many different networks.



CONSIDERING ALL THE INVESTMENT DECISIONS THAT NEED TO BE MADE, MEASURING MULTIPLE CHANNELS (OMNICHANNEL) VERSUS A SINGLE CHANNEL, IS DEFINITELY NEEDED TO UNDERSTAND THE VARIOUS MEDIA DRIVES THAT ULTIMATELY DRIVE PURCHASE.


I think that increased transparency is really important. ... Amazon Marketing Cloud allows you to really mine the data so if you're doing a campaign and it's an awareness objective, you can drill into it, but you can also look and see, from a sales perspective, what was that impact too. So you can query the data based upon the questions that you have as opposed to with the RMNs, if the objective was awareness, they're going to report on that one thing. I think being able to look at it in multiple ways and have that flexibility is going to be essential.

Yes, there's overlap analyses and then there's lift analyses.


When you say 'query the data,' do you mean all the various touch points that Amazon has delivered?

The overlap analysis is really important. ... What I see a lot today is even if someone's executing a multichannel campaign, the measurement for the reporting that's coming back is not taking into account the overlap.





I believe Amazon is one of the more transparent RMNs. Few retailers offer the level of transparency provided by data clean rooms, where brands can independently access and measure their own data. While retailers can supply all the necessary data and handle reporting, brands have the autonomy to conduct their own analyses — such as overlap analysis — which is a significant advantage. As data clean rooms become more widely adopted, they are likely to further enhance transparency across the industry.



Coming back to cross-channel versus single channel, I have not seen many reports ... on e-commerce versus brick-and-mortar sales. Most of the sales reports are consolidated. You don't know how many of them are from e-commerce and brick-and-mortar. Traditionally, the assumption was that it will be all brick-and-mortar, but now e-commerce is there and has an equal share for some of the retail media networks.



TAKEAWAYS

- Standardization remains a pain point: Different retailers employ varying measurement methodologies, creating transparency issues. This lack of standardization results in brands relying on their own measurements to achieve consistent attribution. Aligning brand and retailer media objectives upfront and utilizing tools like Amazon Marketing Cloud, which offers high transparency, can mitigate these challenges, though it is resource-intensive.
- Brand-driven measurement: Empowering brands to take greater control of retail media measurement will enable them to align with their brands' objectives; understand how retail media and non-retail media work together to drive results; and enable brands to make their respective internal cases for increased budgets.
- Measurement frameworks: Brands (and their agency partners), retailers, and third-party solution providers will need to collaborate on resolving purchase history and campaign engagement to consumer identity so as to have a standardized measurement framework across their media channels.
- Alignment on Campaign Objectives and Customized KPIs: Establishing clear, upfront alignment between brands and retailers on specific campaign objectives is crucial. By agreeing on what success looks like for each campaign — whether it's increasing brand awareness, driving incremental sales, or attracting new customers — both parties can align on KPIs that accurately measure performance against those objectives. This ensures that measurement efforts are focused and meaningful, enabling better optimization and fostering stronger partnerships.

BEST PRACTICES, TIPS AND WATCH OUTS

- Brands and retailers should align on campaign objectives up-front, which should then influence media planning as part of the JBP.
- Retailers should seek integrations with clean rooms that give brands a unified view of campaign performance across digital channels and are aligned with their brands' objectives.
- Collaboratively Develop Standardized Measurement Strategies: Brands and retailers should work together to create standardized measurement frameworks that align with specific campaign objectives. By agreeing on consistent metrics and methodologies upfront, they can ensure transparency and comparability across campaigns and channels. This standardization facilitates better evaluation of performance, aids in future planning, and strengthens the partnership by building mutual trust in the measurement process.

BEST PRACTICES FOR CREATIVE

IN PARTNERSHIP WITH  **arc**

Creative should be tailored to a campaign's purpose, a target audience and a particular tactic. To effectively maximize retail media investments in our fast-paced, ever-changing world, marketers need to understand what is truly engaging shoppers: what's going to drive them to come to a retailer's website, stay on the site and, ultimately, complete a purchase.

MYTHBUSTERS: FACT OR FICTION?

MYTH #1:

YOU NEED TO INCLUDE EVERY HERO PRODUCT IN EVERY MEDIA PLACEMENT.



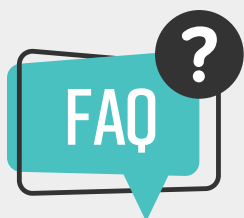
FACT: From a creative perspective, trying to fit everything in one placement can cause too much clutter, especially given the often small size of ads appearing on websites or mobile screens where consumers are seeing them.

"Less is more"

Different versions of the same brand/product often have a similar look and are difficult to distinguish in a small ad. Also, from a measurement perspective, including too many product varieties makes it difficult to determine effectiveness.

"How do you decipher what's your hero versus your halo?"

Often, it's much more important to communicate a clear call to action than to depict every hero product.



How do you decide what to include?

You must consider the program objective: Is it a portfolio program for all your items? Or a few of your brands? Or is it a new product launch for one specific item? Also, know what your retailer is focused on: some want top performers, while others want new SKUs, etc.

What if you absolutely need to spotlight an entire suite of products?

"Know the story" and where a placement is leading shoppers. If an ad goes to an offsite landing page containing the whole suite of products, then the ad itself only needs to include one item. Also don't forget that shoppers likely know the brand set, so you can focus on different products at different touchpoints. Another option is "tagging" creative versions and segmenting audiences to pair the different creative versions to your line-by-line items.

What about multi-vendor programs? If you have six different brands that are all participating in an event, how do you balance that out with creative? Consider focusing on lifestyle imagery, which resonates more than a bunch of logos. Additionally, most of these types of programs are going to have a savings offer. That should be the number one communication priority as that price point is what's enticing the shopper the majority of the time. If there is a savings opportunity, call that out on your ad every time and communicate that clearly, especially if the discount is instant.

"Make it easy & digestible."

Then there are other touchpoints that you can use to further inform shoppers. An onsite ad can deliver that initial awareness and can then be paired with in-store merchandisers/signage that offer more real estate for the logo train.

MYTH #2: YOU CAN LIFT & SHIFT THE KEY VISUAL FOR EVERY MEDIA PLACEMENT/ AUDIENCE SEGMENT.



FACT: You can't just take an endcap image and plug it into a social ad. You have to consider what can fit and where the shopper is on this journey and what they are receptive to at different moments in time. Sometimes, creative is just repurposed for everything — whether that's due to lack of time or bandwidth or budget — but it could be better executed to deliver better results. The ads should feel like they are part of the same family, with a cohesive theme so people know the messaging is part of the same program, but

MYTH #3: YOU MUST ALWAYS ADHERE TO NATIONAL HOLIDAY TENTPOLES.



FACT: While this may have been true in the past, in recent years it's become more important to be spontaneous and get ahead of shoppers' ever-changing interests to align with current trends. It's hard to completely get out of tentpoles as they generally contribute to JBPs and are important to RMNs that want to win key seasons against other retailers and align with in-store merchandising that is all reset in stores, but the activity does start to get repetitive with everyone competing for attention with the exact same message.

also with differentiation-presenting presenting messaging that is meaningful to the shopper at each particular touchpoint. The shopper needs to hear something different when they're browsing Facebook versus visiting the retailer website.

RMNs have data that shows when shoppers in a particular category or brand over index to a particular generation or demographic. Use that data to help determine the audience you are targeting and really inform the feel of your creative, the focus of your messaging and even where you want to serve your creative based on what resonates with different cohorts: what they like and want to see, and how they feel about the world in general. For example, purpose messaging especially resonates with Gen Z, more so than any other age cohort.

PRO TIP



Is the advice the same for both large and small brands?

Larger brand certainly have more runway to be different and take more risks. Smaller brands get pushed into tentpoles more often by merchants. Amplifying during key established seasons can help prove out performance or even preserve budget for the following year. But don't forget that these smaller brands are competing against those larger brands during key tentpoles and may just be getting hidden anyway when they could instead activate during a time where it's less noisy and do better.

Be brave. Marketers that start to cut back on the huge occasions to carve out their own lane face less competition and noise, and create a unique opportunity to employ strong, inspired

PRO TIP

creative that truly connects with the audience.

EXAMPLE:

Nestle approached tentpole marketing in a totally unique way with an anti-turkey pizza campaign for post-Thanksgiving. Right after Thanksgiving ended, Nestle promoted frozen pizzas and frozen entrees with a post-holiday "We don't want to cook anymore" message. It's a holiday-related campaign, but eschews the classic dining room table image in favor of unique messaging that shoppers aren't used to seeing.

Summer is a bit of a dead zone when it comes to candy occasions. There's not a clear reason for buying chocolate like there is around Mother's Day or Halloween or the holidays. Some candy brands have been finding unique ways to play in this four-month gap of nothingness, such as a "candy carnival" concept.

A toothpaste brand leveraging Unicorn Day to promote kids' toothpaste instead of vying for attention among the noise during the BTS time period when toothpaste is everywhere.

MYTH #4: GIVE SHOPPERS ALL THE INFORMATION YOU CAN IN THE CREATIVE.



FACT: There is not enough space to do everything all at once. A lot of RMNs now actually have a copy limit for onsite ads (though offsite can get crazy cluttered). Multiple pieces of creative should instead work together to paint the full picture and move the shopper from one touchpoint to the next, with the focus being on what's most important at each. First, engage them; then you can share more information. For example, a simple Facebook ad can lead to a retailer website where there is additional content, videos, all your products, your offers and all the things. A custom landing page has more space so focus the ad on more impactful creative that will get consumers to click through. Consider how much time a shopper has at any particular moment: oftentimes it's just half a second.

A lot of brands don't do PDPs very well. Why not get your agency to work on that? If your PDP is good and has a lot of content that's engaging, you don't need a lot on the banner ad. Custom landing pages are expensive, but a PDP is free so make it good! Do not just repurpose creative across every channel/tactic – it gets stale (see Myth #1).



How can I communicate the power of the PDP to the brand/sales team?

PDP pages offer a lot more real estate and opportunity than a banner ad. Remind the brand teams that targeting can drill into someone that already has intent to purchase, so you don't need all the fluff. A good PDP also helps boost the organic ranking in the search algorithm.

MYTH #5: COLOR PALLETS THAT WORK FOR PRINT WILL WORK FOR DIGITAL.



FACT: When you're going from print to digital screens, you have to consider different screen resolutions. People don't realize how different something can look on a home computer versus a mobile phone versus another device. Colors don't always look the same. You also need to evaluate the contrast level to ensure you pass ADA compliance (required by many RMNs), or you could be missing a huge chunk of your target. So even if both pretty much look the same, you really do have to develop your print creative and your digital creative separately.

MYTH #6: CREATIVE A/B TESTING SHOULD ALWAYS BE DONE.



FACT: While creative A/B testing should generally be done, it should not be done always. There are a lot of factors to consider, time being one of them and budget being another. If you don't have enough budget to run enough media impressions behind both your creative sets, then you're doing it basically for nothing.

MYTH #7: A/B TESTING IS MOST INSIGHTFUL WHEN EACH ASSET IS COMPLETELY DIFFERENT.



FACT: When A/B testing creative, only do one variable change at a time. It's tiny things that should be changing: three products versus four products; placing the mayonnaise versus the mustard in the front; logo A versus logo AB. Consider what you are testing for and only change that specific variable so you can determine which is performing better. This can be difficult when testing lifestyle imagery so be careful that you're only introducing one change at a time. There are a lot of things that have to hold true for an A/B test to actually work and that includes the budgets, so you're not skewing one over the other. And definitely do not run a test during a holiday period because it will skew results.

Plan earlier! Oftentimes planning calls are all about project management, timelines and meeting requirements, while creative only comes as an afterthought. It's hard but important to have those creative conversations further in advance and work cohesively (not siloed between the brand team, the creative team, the media team, the agency, etc.) to give you time to adjust creative and improve performance rather than just repurposing generic assets at the 11th hour.



Leverage data on your shoppers. Representation matters, especially for minorities. We're in a fascinating space right now where you can truly be talking to an individual meaningfully through a small ad. If you don't do anything with that shopper info, then it's a missed opportunity.

MYTH #8: IT IS BETTER TO PROMOTE ONLY A SINGLE BRAND VERSUS A MULTI-BRAND PORTFOLIO.

BUSTED

FACT: Multi-brand campaigns are harder to execute well, but aren't inherently worse than a single-brand effort. Beyond just a multi-brand effort within the same manufacturer, it can be very beneficial to partner with other CPGs. Multi-CPG campaigns build the basket and let you target across categories, but you have to actively manage expectations upfront and maintain focus on the sales/impact/objective. But be aware that some merchants just don't like portfolio programs for one reason or another.



BEST PRACTICES BY CHANNEL

ONSITE AND OFFSITE DISPLAY:

- Understand that every retailer has slightly different requirements that they don't always share up front. Retailer rules matter and you need to learn them: font sizes, character count limits and other requirements are non-negotiable, especially online. There are also higher-level requirements such as sponsorship guidelines, color preferences, logo and language standards, and even the retailer's preferred tone, as well as legal requirements that can include a ban on conquering. Be aware that legal review can take a long time and plan ahead.
- Know where you are appearing — offsite versus onsite (awareness versus consideration) — and tailor your creative appropriately. Especially for grocery retailers, people aren't shopping around as much as in other categories, so take that into consideration.
- Media mix recommendation is based on goals:
 - Will you immediately add to cart or not?
 - Onsite, typically you'll drive better returns. They're on the website ready to buy, vs when they are offsite.

SOCIAL:

- This is where you get to differentiate between your lifestyle or meaningful part of the campaign (versus onsite, which can be literally the products with your CTA to get them). But when you're on social media, you're looking for something that is going to resonate with you, because on social media, that's literally what you're already doing.

- Social requires seamless integration so it's not a sudden, disruptive ad. This is where influencers come in to make it natural.
- Conversion of creative + commerce ...

CONNECTED TV :

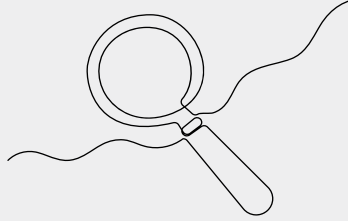
- Recognize that you are interrupting a viewer's program. Your ad must be compelling enough to justify this interruption and capture their attention.
- The creative should offer immediate value, prompting viewers to consider visiting your retailer right away.
- Encourage purchases with a QR code or website link.

ONLINE VIDEO:

- Highlight product RTBs; effectively bringing the in-store experience to the digital realm.
- Address common FAQs preemptively, providing clarity on product functionality, size, and appearance out of the box.
- Ensure the video length is optimized for maximum engagement.
- Language and Subtitles: Use clear language and include subtitles to cater to a diverse audience.



CASE STUDY



A REGGIE winner in the retail media category (among other awards), the Untold Beauty campaign began with data indicating that while multicultural shoppers purchased goods at Walgreens, they weren't purchasing personal care items. Further research indicated that they weren't feeling represented in the aisles and went to other retailers to seek that validation. But we wanted more than that. We wanted to feel like an extension of their beauty community. So we went beyond representation and sparked conversation. Because while inclusion starts with representation, it takes conversation to make a lasting impact. We decided to start this conversation where it made the most sense – at physical Walgreens, with people who actually shop at Walgreens. Using man-on-the-street interview tactics, we captured authentic content that we would then use in all of our tactics for the program. We now had imagery, video footage, and conversation ready to be shared with the world.

This is where the power of partnerships with retail media comes in. Shopper marketing programs

often execute within strict limitations of a Retail Media Network, but Unilever and Walgreens decided Untold Beauty needed to step out of the retail box to bring more multicultural shoppers into it. Walgreens Advertising Group (WAG) was willing to let us execute a first-of-its-kind tactical extension by playing Untold Beauty audio clips of real shoppers. These ads, paired with in-store imagery of those voices, allowed our shoppers in store to see and hear authentic Walgreens shoppers. We were also able to extend this program outside of Walgreens by bringing it to life on TikToks, taxis, billboards, and more.

The results? Doubled conversion rate benchmark and tripled ROAS benchmarks. But we're most proud of the meaningful impact in the communities and lives of Walgreens shoppers. One individual described this impact, writing, "[I] just heard my voice over the radio ... I'm literally writing this email in tears ... I track back to my days of being hungry, abused, homeless ... [T]his really did something for me, being able to release what I've been holding [in] for years."

IMPACT OF AI ON SEARCH

IN PARTNERSHIP WITH

***Kimberly-Clark**

Mondelēz
International
SNACKING MADE RIGHT

AI — and genAI in particular — has been at the top of retailers' to-do lists: most plan to or already are implementing genAI in a consumer-facing capacity. Retailers are exploring genAI's potential for building personalized marketing and recommendation engines, as well as to enhance predictive analytics, while brand marketers are evaluating search investments in a changing landscape.



WHERE DOES AI SIT IN THE ORGANIZATION?

AI has grown in relevance to the point of being a top-down recognized component of the organization. There is a very big overarching work stream that's part of the organization today that's focused on AI but spread across three work streams coming together to leverage this technology.



FUNCTIONAL/ OPERATIONAL

STRATEGY

CREATIVE

“Our AI retail media component will fall within this one sales functional space, just because it rolls up to sales. So that's where it's ladder right now. And really, it's in infancy stages in different places and spaces relative to retail media consistency, because we're so dependent on retailers, and where retailers are from an AI perspective. But it's obviously going to be firing up across the board from a business perspective.”



ONE RETAILER'S PERSPECTIVE: “ON THE LEADING EDGE, NOT THE BLEEDING EDGE”



We're using AI for the entirety of the organization, from a price perspective. We're really being mindful about where it goes, and what places it is, and what places we use it. But it's going to play significantly across the marketing organization when it comes to everything like AI search results, to understanding “can we help write prescriptions?” and how to use it in that space. We also leverage it significantly when starting to think about how we can use it from a creative marketing perspective. We are very careful and cautious about how we use imagery ... but it certainly will come into the conversation and specifically how it can be more personalized with what we're doing.

Across the other pieces of business, it's definitely in terms of how do we use it from a data perspective. So our audience and data enterprise team has been working pretty heavily with AI, in order to understand predictive analytics, and working that AI modeling space. We're using partners. We're building some of it ourselves. We're really trying to take an enterprise-wide, big-picture approach. From an AI perspective, much of what we're doing right now is more on the catalog and content side of the business through our third-party API systems. Managing publishing across all of our search and our ads is really where our day-to-day AI is coming into play.

SEARCH IS A CHALLENGE. PERIOD.

Who isn't having an issue with search? Even without considering the impact AI is having as that technology gains adoption, organic search is changing, and private labels are increasingly getting to the top.

“The algorithms are a mystery. And they can really change at any time. As brands are losing that opportunity to win search, how is that going to impact investment levels?”

One Retailer's Perspective:

There are going to be spaces and places that we have to promote our private labels to make sure that our brands are rising to the top, but we're also trying to be super mindful of the customer experience. The reason store brands

win is typically a price point, and that happens all the time by itself. There's an opportunity in a search environment, but it has to be in the competitive mindset of what everybody else is doing.

“With so many moving parts needing to be considered as search evolves, it's going to be critical for all CPGs to have insight into how shoppers are shopping and reinforce that as experts of their business putting up high investment levels.”

SEARCH CONCERNS

Just an Everyday Slotting Fee?

Search is getting more and more expensive and a lot of brands are shifting trade dollars into these investments to balance how the portfolio extends or pushing back on JBP negotiations. The industry has to come together to say, “My share of voice is decreasing. My overall value, everything is decreasing yet my investment has gone up.” The idea is that the more you invest, the more you should be getting back.

Data Quality?

While retailers are now giving brands more data for their investments, there is a lack of transparency in terms of AI involvement and its impact on shopper insights.

Natural Language Theory?

It's unclear how natural language theory plays into the bigger pictures and related to costs. Will it be based on location, product attributes or occasion? Will resellers coming forward affect the perception of the brand?

“How do I know what those 10 categories are, and return a search result that's going to be relevant to you, versus just other impulse items that they may or may not want?”

THE IMPACT OF AI ON SEARCH COMPLICATES THINGS EVEN FURTHER

But if it works, it could be really exciting. AI's impact across the retail media industry begins with search. It's a new space with potential for discovery.

One Retailer's Perspective:

We have to be very careful about the types of AI tools that we bring to market. While delivering a recipe is a relatively easily solved task, if you look at it from a health lens, responding to someone saying, "I have a headache" requires vetted clinical information. Your customers are super valuable, and if you create tools that are very unhelpful to them, particularly when that trained behavior of going to Google and engaging in

conversational search transfers to retailer.com, we have to be mindful of how we are curating, what can we solve for, and then what we can't solve on.

LEGAL RISK

Suggesting painkillers as a complimentary item is something that may ultimately get legislated. There's a lot of legal risk. Retailers don't want to build this big model and then a year from now, Washington State exes it – it's not a worthwhile risk.

AI IMPACT TO RETAIL MEDIA

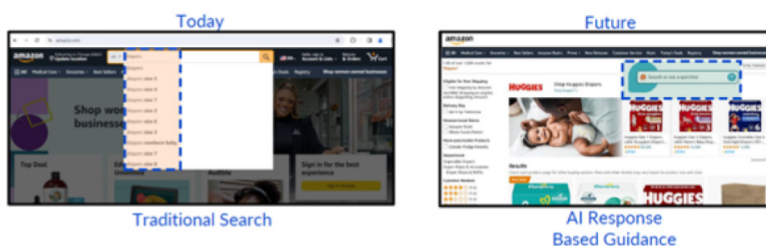
AI

Process large amounts of data unlike humans.
Used for discovery, predictive outcomes, human behavior, responses/reactions.

GEN AI

Act as a tool for personalization & customization.
Provide content, generate recommendations.

AI IS CHANGING HOW CONSUMERS INTERACT WITH RETAILER SITES & APPS



BIG SHIFT: GEN AI

From an industry perspective, retailers are taking the lead in terms of incorporating AI. In terms of search, the current shift is from key terms to a more conversational approach that's more integrated into guided responses. Different retailers are framing the shift to AI in different ways but it's all ultimately about driving more time spent on retailer.com.

Data shows consumers or shoppers are indeed shifting from the Googles to the retailer platforms.

1. First Mover: Amazon Rufus

- a. Amazon Rufus kicked off in February 2024
- b. Shift in Search: The way people search Amazon.com is moving toward more of an “ask and answer” conversation.
 - i. BEFORE: In a category like diapers, shoppers might search by typing the word "diaper" or "Huggies" or whatever the brand happens to be.
 - ii. NOW: Shoppers are interested in what is the softest, most absorbent diaper for a newborn, and type that in.
- c. Stated Goal: Amazon wants people to spend more time on Amazon.com.

In Q1 2024, Amazon launched Rufus, a new Gen AI-powered conversational shopping experience



Rufus is an expert shopping assistant trained on Amazon's product catalog and information from across the web to answer customer questions on shopping needs, products, and comparisons, make recommendations based on this context, and facilitate product discovery in the same Amazon shopping experience customers use regularly.

Currently in beta with a small subset of customers in Amazon's mobile app, Rufus will progressively roll out to additional U.S. customers in 2024.

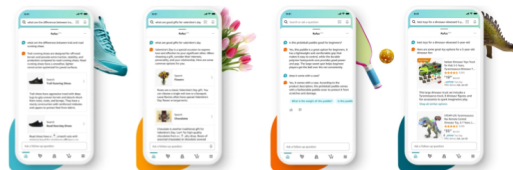
How it works:

Shoppers can ask Rufus questions by typing or speaking into the search bar in Amazon's mobile app. They can expand the chat layer to see answers to their queries, tap on suggested questions, and/or ask follow-up questions. They can return to traditional search results by swiping down or tapping outside the chat layer.

The big takeaway:

Rufus has great promise that could vastly expand the amount of time consumers spend on Amazon, which could boost sales and retail media revenues.

Shop by Occasion or Purpose



2. Walmart Next

- a. In a January 2024 earnings call, Walmart brought forward its Gen AI capability
- b. Shift in Search: Off-site to on-site
 - i. BEFORE: In today's world, when planning a Super Bowl party, shoppers might go to Google first and type in, “What do I need to purchase to host a successful Super bowl party?” Then they take that list, and go to Walmart.com, and search and do all that.
 - ii. NOW: Walmart's idea is to say we can avoid to having people go to Google to do that

search. They can come right to our site, ask that question, and we'll produce everything that we feel, or really what the algorithm would write as the most popular items for that particular event, such as a Super Bowl party. Ultimately that will mean spending more time on retailer.com. If you've done ChatGPT you know you ask it a question, which prompts you to ask another question, etc., and you're spending all your time looking at it.

- c. Walmart is at least from an outward standpoint saying: We want to save you time, we want to make it easier for you.

Walmart's Gen AI talks about giving consumers time back (Save More, Live Better)

- Using data from +6 decades of serving customers around the world to predict customer needs, deliver personalized experiences.
- **OpenAI** powers the platform allowing customers to receive responses to their prompts which are specific to Walmart products, services
 - Articulation of an event vs selection of different keywords for products drives an (efficient) model of discovery
 - A customer search prompts the system to create a distinct category that should cover all customer needs
- Testing how to condense reviews into concise summaries to learn from other customers about features they have enjoyed or discover aspects to help you decide if a product suits the customer's preferences.
- Instead of spending time searching, scrolling and tapping, Gen-AI powered experiences enable Walmart to be more to their customers to help them accomplish their mission.
- GenAI search is avail on the Walmart iOS shopping app in the US (soon to be able to Android and web).



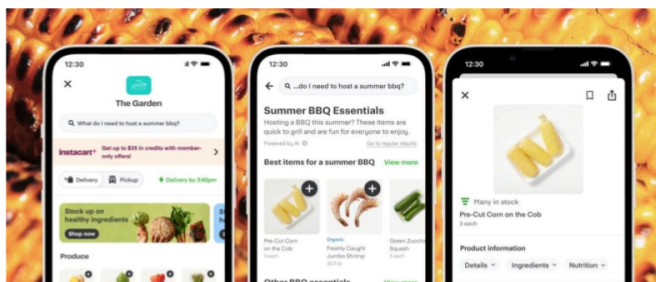
Source: Microsoft Azure Open AI Service. OpenAI is an American artificial research organization founded in 2015



3. Instacart

- a. Launched Carrot in 2022
- b. It is about recipes but it's more dynamic from that perspective. It's not just trying to solve that initial, "I want to tell you everything on how to host a retirement party."

Ask Instacart



<https://youtu.be/1TLejFggB-Q>
(Ask Instacart Intro Video)

Further adding to the new experience, Ask Instacart will help match consumer needs – through the questions asked – with brand partners' sponsored product campaigns, creating an even more convenient way for people to discover new products and access the products they already know and love.

The Ask Instacart launch comes as part of a growing suite of new AI-native initiatives that we're working to roll out over the next year and beyond.

Source: [Bringing Inspirational, AI-Powered Search to the Instacart app with Ask Instacart](#)



	AMAZON RUFUS	WALMART NEXT	INSTACART CARROT
SHIFT IN SEARCH	The way people come to retailer.com is moving to more of an ask and answer conversation.	Off-site to on-site	It is about recipes but it's more dynamic from that perspective
INFLUENCED BY TRIP TYPE	Amazon's average basket is three or four	Walmart's OPD is 15 to 18.	
STRATEGY/INTENT	Amazon's using their spearfishing model that's always worked	Walmart's leveraging its real estate strength	
NEW BRAND CHALLENGE	<ul style="list-style-type: none"> In early testing, results have often been hit or miss. Brands need to adapt to the new way consumer products are surfaced. 	<ul style="list-style-type: none"> AI Content Scoring To move shoppers away from the spear-fishing model, Walmart has done everything they can to try and make browsability: have department filters, everything. Nobody uses it. Nobody. 	

Across-the-board-challenges:

- **Syndication:** The syndication to the retailer's platforms may or may not take all that attribution that you need. Going back to the merchant and the buyer and saying, "Yes, we need more options to feed into the data" is not quite an option yet.
- **Lack of standards:** Every requirement would be different, so if you think you've got it right for Amazon, you have to change it from Walmart to Target to CVS. It's a constant state of updating content, both behind the platform as well as the shoppers.

USING AI FOR CONTENT – AND ITS IMPACT ON SEARCH

AI will continue to try to inform, and without us being the good humans we are to control it, and manage that message with our retail and merchant partners, it can cause issues especially in organic search.

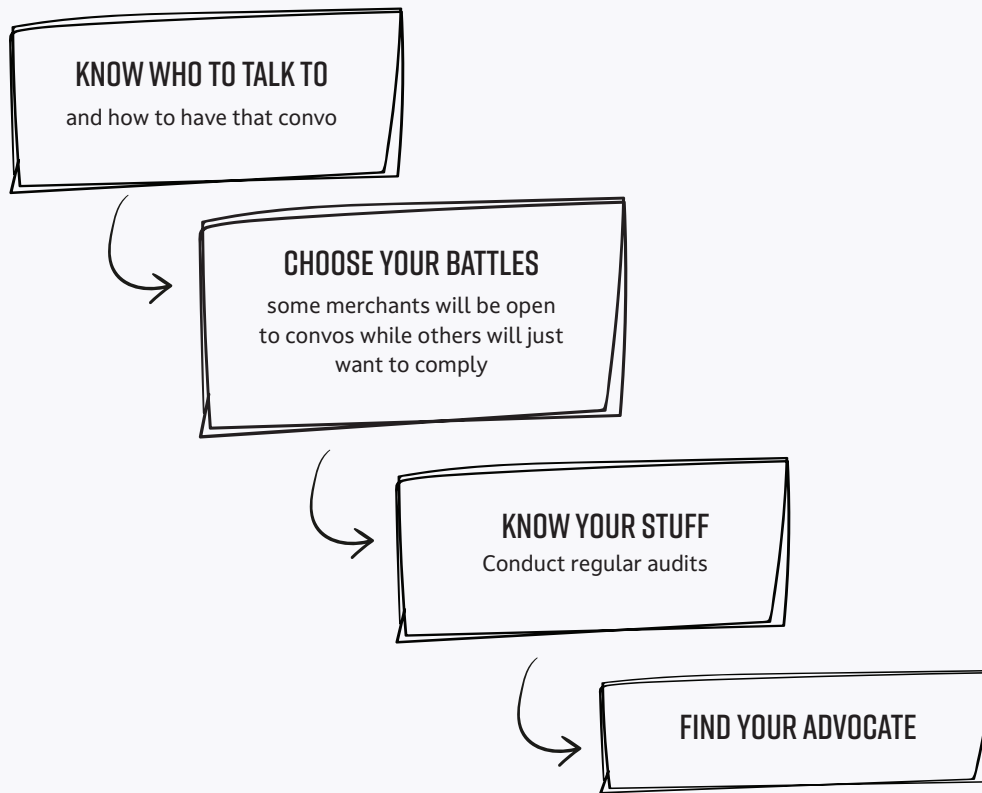
Missing Human Element: Last year Walmart turned content scoring over to AI, leading to a lot of conversations where what merchants want for their content is at odds with what the cold logic of AI scores highly, leaving the brand at a loss in the middle.

“AI wanted us to put female and male on everything instead of men's and women's. The way it's merchandised in the stores is men's and women's, we all call it men's and women's razors. The bots disagreed and we got a low content score, and now our merchant stock owners are all saying, “You guys are all out of compliance” ... But if we put female on everything, we're going to lose all that organic relevance because no one's typing in female razor, or male razor, right? It's men's and women's.”



Let's acknowledge that changing things from legacy systems is hard. The technology will continue to unlock, and it will make the national language and conversations a little easier. It'll be interesting to see how optimized content will evolve.

ARE RETAILERS' DIGITAL MERCHANTS EVEN TALKING TO CATEGORY MERCHANTS?



NEED FOR CONTINUED, CONSTANT EDUCATION: "AS SOON AS YOU THINK YOU GET IT, THE GAME CHANGES."

The challenge we're seeing is the AI is working so much faster than the merchants can keep up with, so it's almost on us to educate ourselves, our merchants and our buyers on a regular basis of the changes that are going on, and it's constant in the next scenario in that closed loop of just staying really, really connected and really close with your buyers and your merchant.

*"You can't get ahead of it because it's so ahead of you."
"Today, you have to do next-level insight research to make sure that you're keeping up with the algorithm."*

Retailer Perspective:

I think we are doing some AI recommendations at checkout, right? We do a lot, because that's something that we know and we see as a consumer habit in stores, that they pick that up. So, what we have done, especially on the offer pick up page, the order pick up page, or even on those final pages that go to the delivery journey, is here are the other things that you might consider. And they're not the complementary products

that you would expect to see, it would be what we have seen you buy before. That's the hope of enhancing the customer journey in terms of 'You shouldn't forget this, you shouldn't forget that.' But I think those are the interesting places and spaces that are going to be really helpful in the customer journey: additive prompts that will be important for us.

What's going to be the expectation for the CPG? How do you buy it? How do you make sure that, because it's so AI driven, you actually show up? What are you paying for? It's like, you're just shoving your stuff in. We all want a great experience as consumers and shoppers. But as CPGs, whatever, we want to sell our product. So we have to jam our way in there. And so, how we show up and how much we're investing in showing up is just a big issue. This one scares me too. Because what are we bidding on? What are we going to measure? Is it just that you show up? Is it you're engaged? How are you engaged? It should be driving sales, so that it's going to be great for the consumer.

AI CONSIDERATIONS FOR CPGS

AI IS/WILL ENABLE SHOPPERS TO:	CPG IMPLICATIONS
<ul style="list-style-type: none">Learn what to look for while shopping product categoriesShop by occasion or purposeGet help comparing product categoriesFind the best recommendationsAsk questions about a specific product while on a PDPReduce the # of steps in their product search (and potentially skip research outside of retailer.com sites...e.g. Google)Find "all" they need in one placeSpend more time with one site and less time with another	<ul style="list-style-type: none">Be prepared. Amazon (Rufus) went first, but other retailers are already following quickly (Walmart, Instacart)Retail media. Consider the following:<ul style="list-style-type: none">Retail Media becomes more important because visitors will spend more time on the site/app.Search monetization may changeOrganic results may be impactedDetermine what omni-channel marketing tactics operate best in an AI environmentROI or iROAS measurement could changePDPs must follow best-in-class optimization guidelines, so they may stand out from the competition (e.g. titles, product description, images, videos, BTF content/copy, R&R, etc)Question ethics – understand how ethical models are built/created



CLOSING

THE PATH TO RETAIL MEDIA SUCCESS: ALIGN YOUR TEAMS AND AMPLIFY YOUR IMPACT

As retail media continues to evolve, brands and retailers must break down internal silos, redefine objectives, amplify creative, and take a holistic approach to budgeting and measurement. By aligning cross-functional teams, leveraging comprehensive data, and integrating both digital and in-store channels, brands can create more effective campaigns that drive incremental growth and meaningful customer relationships, while preparing for developing advancements such as AI.

Brands and retailers ready to overcome the silos and work toward unified media strategies will be well-positioned to capitalize on the future of retail media. Now is the time to evaluate your internal processes, budget allocation, and data strategy to ensure you are on the path to incremental growth and long-term success.

The future of retail media is bright, but it requires adapting quickly and strategically to stay ahead. Measurement, collaboration, and innovation will be the key drivers of success.

The Path to Purchase Institute (P2PI) would like to extend our heartfelt gratitude to the members of the Retail Media Guild who played an integral role in helping us create The Retail Media Planning and Analysis Playbook. Their dedication to providing invaluable insights, best practices and real-world solutions has been instrumental in bringing this resource to life. P2PI has always been committed to bringing leaders together to implement bold initiatives and inspire change across the commerce marketing industry, and this Playbook would not have been possible without their partnership.



The Retail Media Guild is an exclusive think tank that unites top industry leaders to explore the most pressing trends and innovations across the retail media landscape. This network of P2PI members includes executives from retailers, CPG brands, agencies, solution providers, and fosters collaboration and examines emerging strategies for the future of commerce marketing.

[Contact us](#) today to join P2PI and be at the forefront of shaping the future of retail media.



APPENDIX

1. [Retailer Media Campaign Brief](#)
2. [Retailer Media Campaign Scorecard](#)
3. [Omnichannel Landscape](#)