

A photograph of a panel discussion at the Retail Media Summit 2026. Five men are seated on a stage in front of a backdrop with the event's logo. The audience is visible in the foreground, seated at tables with drinks. The scene is dimly lit with blue stage lighting.

Retail Media Summit 2026


What Comes Next for Retail Media

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Seven signals defining the future of commerce, media and the shopper experience: Insights from leading brands, retailers, agencies and tech providers.



“The future of retail media belongs to those that improve the shopping experience, not just the advertising experience.”

The explosive growth and excitement that defined retail media’s early years remain important, but the conversations at P2PI’s 2026 Retail Media Summit made clear that the industry’s priorities are changing. Brands, retailers and technology partners are facing increasing pressure to prove business impact, simplify complexity and deliver measurable outcomes.

That shift was evident across every discussion, from AI-enabled shopping and off-site media to measurement and organizational design. Speakers emphasized that shoppers do not think in channels, organizational silos or marketing budgets. They move fluidly between discovery, consideration and purchase, often across multiple platforms and touchpoints.

As a result, retail media is evolving beyond a collection of tactics into a broader commerce ecosystem that connects media, merchandising, loyalty, data and the store itself. The following seven themes capture the most important ideas, challenges and opportunities that emerged from those conversations.

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01.

The Shopper Experience Must Always, Always Be at the Center

Commerce media may be past its early, exciting growth phase, and the most consistent message across Retail Media Summit was that success still begins and ends with understanding the shopper. Whether discussing AI-enabled discovery, creator-led influence, contextual commerce or omnichannel engagement, speakers repeatedly emphasized that technology only creates value when it helps shoppers make better, faster and more relevant decisions. As the path to purchase becomes increasingly fragmented, organizations must focus less on channels and more on how consumers actually move from inspiration to action.

From Inspiration to Action

Retail media should no longer be viewed as a lower-funnel e-commerce tactic, but rather as a layer connecting the entire advertiser and consumer journey, stressed **Instacart's Ali Miller**. Consumers don't think in funnels. They see something they love and want a simple, frictionless way to act on that inspiration.

That doesn't mean every ad has become lower funnel, but rather that advertising needs to be both relevant and actionable in the moment it inspires.



Key Takeaways

- Shoppers move seamlessly across channels and expect brands to do the same.
- Consumers increasingly expect to act on inspiration immediately.
- AI is becoming the first point of product discovery for many shoppers.



AI Is Reshaping How Shoppers Discover Products

Debra Aho Williamson of **Sonata Insights** shared how AI turns shopping into a “trusted conversation,” shifting intent signals upstream into AI platforms and away from traditional media.

- **Consumer Adoption & Trust:** Nearly 2.5 billion people use generative AI monthly, up 141% year-over-year, and trust in AI for reliable information has grown from 50% to 62% in just one year.
- **Shopping Behavior:** 31% of global consumers use AI to find deals, 33% to interpret reviews, 41% to research products and nearly half use it for general shopping help.
- **Intent is Moving Upstream:** 64% of AI users discover new products they’ve never seen before in a single session and will purchase them.

Brands Are Extending Beyond the Shelf

Several speakers discussed how brands can embed themselves into consumers’ lifestyles rather than relying solely on traditional advertising and retail channels.

Carbone Fine Food has used lifestyle-driven content, including imagery centered around dinner parties, a popular Gen Z occasion, shared **Eric Skae**. A partnership with Malin+Goetz on a tomato-scented candle sold out in five minutes and generated more than 1 billion earned media impressions, demonstrating how to create relevance and cultural engagement well beyond the point of purchase.

Context Matters More Than Ever

As shopping journeys become increasingly fragmented, marketers are looking for ways to connect with consumers in highly relevant moments. Understanding shopper context — whether it’s what they’re watching, where they’re shopping or even whether they’re pumping gas — is becoming just as important as understanding demographics.

Advanced Signals & Shoppable TV Ads: **Roku’s Hank Dillon** emphasized leveraging high-intent signals (like purchase-based data and viewership data via automatic content recognition) to move beyond “just content adjacency.” He highlighted shoppable TV ads, noting that even if consumers don’t purchase directly from the screen, the option to interact drastically improves brand lift and recall.

Navigating Non-Linear Consumer

Occasions: DoorDash's Katie Daleo noted that consumer behavior is no longer linear (e.g., the traditional weekly grocery shop, the monthly stock-up). Post-COVID with the proliferation of different marketplaces like DoorDash, a single consumer might do a \$20 CVS order and a and a \$100-stock-up trip at BJ's. The game-changer is learning to map strategies against today's varied consumer occasions.

Winning the Convenience Mindset:

Convenience-store shoppers are often driven by two factors: speed and value.

Kim Garner of **Coca-Cola Co.** explained that converting fuel-only trips into fuel-and-snack purchases requires simple, easy-to-act-on messaging, whether through promotions, meal deals or other immediate-value offers.

Creating New Moments of Influence: Leah

Logan of **Inmar Intelligence** highlighted opportunities to use pump screens, influencer content and social media to create occasions and inspire purchases before shoppers enter the store. She pointed to social media as an underutilized "pre-shop" tool for reaching distinct consumer segments and shaping purchase decisions.

The moment inspiration strikes the consumers of today, they want a way to act. They see something they might love and they want it in their hands quickly and conveniently.

Ali Miller, Instacart

If they look at the screen, great. But sometimes you just need that yellow tag.

Eric Skae,
Carbone Fine Food

Why This Matters

The future of commerce will be won by organizations that remove friction between discovery and purchase. Whether shoppers encounter products through AI assistants, creators, retail media, stores or social platforms, brands must deliver consistent experiences that help consumers act quickly and confidently.

Retail Media's Biggest Challenge Isn't Growth; It's Trust

By Erich Parker, SVP, Integrated Media



BLUE CHIP.

This year's Retail Media Summit revealed an industry at an inflection point.

Retail media has firmly established itself as a core growth channel, earning larger budgets, greater executive attention and an increasingly important role in commerce strategy. But as investment continues to climb, the conversation is shifting from expansion to accountability.

The question is not whether brands should invest in retail media. It's whether they can confidently prove the value they're getting in return.

Growth Isn't the Problem

For years, retail media's biggest challenge was scale. Today, it's credibility.

Throughout the Summit, discussions about omnichannel activation, in-store media, contextual commerce and AI weren't focused on what retail media can do. They were focused on proving those capabilities can drive measurable business outcomes.

The challenge is especially complex because most purchases still happen in-store while much of retail media activation occurs digitally. As a result, brands continue to struggle to connect media exposure, shopper behavior and business results.

Too often, the industry relies on return on ad spend (ROAS) as the primary measure of success. But ROAS alone doesn't reveal whether a campaign generated incremental demand, attracted new buyers, grew category share or simply captured purchases that would have happened anyway.

That's the trust gap.

To close that gap, marketers must stop treating retail media as a collection of placements. Instead, it should function as part of a connected commerce ecosystem, using retailer data as an audience asset that can be activated across channels and throughout the shopper journey.

What Happens After the Click

Another recurring theme was the growing importance of content and commerce experiences.

Retail media can buy attention, but it cannot guarantee conversion. Product detail pages, ratings and reviews, inventory availability, and shopper experiences often determine whether intent becomes action.

One of the biggest mistakes brands make is treating media and content as separate workstreams. Retail media doesn't fail because of media. It fails because the experience after the click breaks down.

AI Amplifies Everything

No topic generated more discussion at this year's Summit than AI.

AI is already improving targeting, forecasting, optimization and creative testing. But as retail media evolves, the most important question isn't what AI can automate — it's what still requires human insight or, more importantly, human oversight.

As AI plays a larger role in shopper discovery and decision-making, brands will need to work harder to create preference before those decisions are made. AI may make retail media more efficient, but strategy, creativity and brand building will become even more valuable.

Trust Is the Next Competitive Advantage

Success in retail media increasingly depends on integration, not specialization — a point reinforced throughout the Summit. Leading brands are connecting media, content, data, measurement, retailer relationships and shopper experience into a unified commerce ecosystem.

That integration is also changing how brands think about retail media's role. Once viewed primarily as a performance channel, retail media now enables full-funnel activation across digital, social, video, CTV and in-store environments, creating opportunities to build brand preference while driving conversion.

About the Author

Erich Parker is SVP, Integrated Media, at Blue Chip. He is a 2026 Retail Media Award winner. www.bluechipww.com



Blue Chip's Erich Parker took the stage at RMS alongside Goodway Group's Joe Frick, left, and P2PI's Jackie Barba.



Retail media has already won the battle for budget. The next battle is for confidence.

As investment grows and expectations rise, the brands that build lasting advantage will be the ones that can clearly demonstrate incremental business impact across the entire commerce ecosystem. In an industry built on data, trust — not scale — will become the ultimate competitive advantage.

02.

AI Changes the Rules of Commerce

AI has moved beyond experimentation and is increasingly becoming embedded in the way commerce operates. Discussions focused less on AI's potential and more on its practical implications for retail media, decision-making, measurement and workforce transformation. As a result, organizations are furiously determining how to best adapt their strategies, skills and operating models to thrive alongside it.

Key Takeaways

- AI is automating many executional retail media tasks.
- Human value is shifting toward strategy, judgment and orchestration.
- Human oversight remains essential for governance and quality control.

AI Is Changing the Nature of Work

Retail media work is increasingly splitting into two layers, said **Sarp Tunçay** of **Ferrero**: an execution layer that can be automated and a decision layer that still requires human judgment, context and accountability.

“The job is not disappearing. It is changing shape,” he said. He described the industry’s evolution as a shift from “operator” to “decision-maker” and ultimately to “orchestrator.” Orchestrators being those who connect signals across retailers, translate performance into business outcomes and help guide strategic decisions rather than simply manage campaigns.

The greatest risk isn’t that jobs disappear altogether, but that practitioners become disconnected from the business decisions that ultimately drive growth.

Other speakers echoed that sentiment. **Joe Frick** of **Goodway Group** and **Erich Parker** of **Blue Chip** sorted through the trials and tribulations of AI fatigue. Organizations often feel less mature than they did a year ago because the goalposts are moving rapidly.

Systemic Implementation: Success requires moving away from having a single “AI person” toward operationalizing technology across the entire organization.

The Human Element: AI is a tool for speed and decision-making, but it lacks the human capacity for innovation, creative thinking and ethical oversight.

Risk Mitigation: Human oversight is non-negotiable to prevent catastrophic errors in data outputs, especially when managing significant brand spend.

AI-Powered Shopping Is Arriving Faster Than Expected

The implications extend well beyond internal operations. According to **Kantar's Gina Logan** and **Leigh O'Donnell**, some retailers are already seeing up to 25% of traffic originate from AI platforms, with AI-driven traffic increasing 400%-700% year over year.

- 96% of shoppers utilizing AI plan to maintain or increase use.

- 58% of “all-in on AI” shoppers prefer to fulfill in stores. So, cross-team collaboration is mandatory.
- 38% of AI shoppers have used AI to shop for personal care, meaning AI disrupts the categories RMNs heavily rely on. Right now, personal care, household essentials and snacks are leading use cases.



Retail Media's Next Phase

As retail media moves beyond its initial easy growth phase, retail media networks are forced to prove their value and differentiate themselves to secure brand dollars, said **Meta's Alicia LeBeouf**. She noted that traditional distinctions between shopper, trade and national advertising budgets — as well as between on-site and off-site channels — are becoming less relevant as brands focus on performance and incrementality.

Looking ahead, she expects the next phase of retail media to be defined by greater consolidation, more standardized measurement and intensified competition for national advertising budgets.

As LeBeouf put it, "The RMN is only as good as the business is."



Alicia LeBeouf.

AI and creative are going to play a huge role in breaking down barriers to entry and enabling speed to market. Historically, it has taken forever to get television creative made and then out there. AI is really allowing brands to do that, and then test against it.

Hank Dillon, Roku

Why This Matters

As AI takes on more operational responsibilities, competitive advantage will increasingly come from how organizations combine automation with human expertise. The winners will be those that use AI to accelerate decisions while preserving the creativity, judgment and strategic thinking machines cannot replicate.



03.

Off-Site Is Retail Media's Next Growth Engine

Retail media has established itself as a core component of modern marketing, but future growth is unlikely to come from retailer dot-coms alone. Multiple sessions highlighted the growing importance of off-site activation as brands seek greater scale, broader reach and access to consumers beyond retailer-owned environments. As retail media expands into CTV, video, audio and programmatic channels, organizations are rethinking how retail media fits within broader media strategies.

Key Takeaways

- Off-site retail media is growing significantly faster than on-site.
- Consumers spend most of their digital time outside retailer properties.
- Brands are looking for integrated on-site and off-site strategies.

Retailers Are Extending Their Reach Beyond Their Own Properties

While 76% of retail media dollars currently focus on on-site activation, the growth engine is shifting off-site, shared **Eric Stupnitsky** at **The Trade Desk** and **Brittney Luli of Dentsu**.

Off-site, which allows brands to reach shoppers across the open internet, including CTV, digital audio, and video, is expected to

grow at 30% year-over-year. This is twice the rate of on-site.

That's not to say it's without its challenges: 62% of digital time is spent on the open internet, according to Stupnitsky, yet many RMNs lack mature solutions for high-attention environments like CTV.

The traditional digital circular is also evolving beyond its roots as a promotional vehicle. Retailers are increasingly using these environments to blend content, commerce and media, incorporating video, recipes, animation and audience targeting capabilities that extend beyond retailer-owned properties, noted **Adam Zimmerman** of **Ideal by Design House**.

He described the shift as moving from a focus on "item and price" to creating more engaging shopper experiences that can reach consumers both on-site and across programmatic channels.

As retailers expand into off-site media, many are also rethinking the operational structures that support it. **Stephenie Cattonar** of **The Home Depot** said the retailer initially managed on-site and off-site advertising through separate systems, creating unnecessary complexity for advertisers. Consolidating those experiences into a more unified ecosystem has been critical to simplifying campaign

execution and creating a more seamless experience across channels.

It's also easier when internal teams are aligned. By bringing together shopper marketing, trade, e-commerce and brand marketing all in one team, **Danone** can now deploy its budget much more cohesively and effectively, said **MK Woltz**. She highlighted this new synergy through a recent Walmart campaign for Silk's new protein product line.

Since the unified team had full visibility into all the marketing plans, Woltz was able to evolve an on-site strategy with Walmart into a more robust campaign that integrated Walmart data-driven, influencer-led off-site marketing.





Holistic Campaigns Drive Higher Returns

A multi-touchpoint marketing approach delivers better results compared to running sponsored product ads alone.

Dominic Soria, Walmart Connect

Retail media has gone through a number of different phases. I think we're in the phase now where growth is reliant on off-site media.

Yuni Baker-Saito, Chicory

Why This Matters

Retail media's next phase will be defined by its ability to connect retailer data and measurement capabilities with the scale of the open internet. Brands that continue treating retail media solely as an on-site tactic risk missing significant growth opportunities.

04.

The Store Is Becoming a Media Channel

As retail media matures, retailers are increasingly looking to stores as an extension of their media networks. Discussions throughout the event highlighted the growing belief that physical locations can serve as powerful advertising environments while simultaneously influencing purchase decisions at the shelf. The convergence of media, merchandising, loyalty and shopper insights is creating new opportunities to monetize store traffic while improving shopper experiences.



The Return of In-Store Investment

New research from **Grocery TV** and analyst **Andrew Lipsman** suggests consumers are becoming increasingly receptive to digital media inside stores, as shared **Grocery TV's Marlow Nickell**.

More than 84% of shoppers approve of digital displays in key store locations, including entrances, deli departments, pharmacies and checkout areas, according to the report.

Key Takeaways

- Stores are evolving from transaction points into media environments.
- Physical and digital retail experiences are increasingly interconnected.
- Success requires coordination across merchandising, marketing and media teams.

The industry's digital-first mindset is beginning to rebalance as brands follow shoppers back into stores.

Nestlé's Renee Hadley said the company has renewed its focus on in-store activation as consumer behavior normalizes following the pandemic. Shoppers are once again browsing aisles, discovering new products and seeking what she described as "retail theater."

"We need to be spending on our budgets where consumers are actually shopping," Hadley said.

Ameet Srivastava of **Quad** challenged attendees to think differently about in-store retail media altogether. The opportunity lies in combining the fundamentals of merchandising with the capabilities of modern media to make in-store experiences more dynamic, measurable and accountable.

"I don't even like to call it in-store retail media," he said. "I like to call it modern merchandising."



shelf tags promoting a rewards offer across multiple Haleon brands, while another used pharmacy-area signage to educate shoppers about managing GLP-1 side effects with products such as Benefiber.

"We need to use the power of targeting audiences and reaching customers off-site, but also pairing it within stores where the magic happens," said Vogt.

Physical stores and digital channels now serve complementary roles, noted **Menasha's Regina Bailey**. While digital excels at convenience and efficiency, stores increasingly create opportunities for engagement, discovery and human connection.

Retail success depends on embracing the distinct roles of physical and digital channels for engagement and efficiency, according to Bailey. In stores, design for interaction, not passive consumption. Interaction can range from layered shelf information to immersive demos and sampling.

The Best In-Store Media Connects the Entire Journey

Brands are increasingly using stores not just as points of sale, but as media environments that influence decisions at the shelf, and **Shock Torem** of **Vestcom**, **Katie Vogt** of **Walgreens** and **Carrie Lovegren** of **Haleon** demonstrated how in-store media can connect broader omnichannel campaigns to the moment of purchase. One initiative combined off-site targeting with in-store

If I can evangelize for in-store investment ... in-store marketing can be sexy.

Renee Hadley,
Nestlé

Why This Matters

Rather than treating physical retail as separate from media, leading organizations are integrating store environments into broader commerce strategies, creating new opportunities to influence shoppers and drive revenue.

05.

Winning In-Store Requires More Than Technology

Despite growing excitement around screens and digital signage, technology alone will not determine the success of in-store media. The strongest conversations focused on creative effectiveness, shopper relevance and merchant alignment. As retailers expand in-store capabilities, the industry is beginning to recognize that the quality of the experience matters more than the quantity of screens.

Key Takeaways

- Creative remains the largest driver of campaign performance.
- In-store media requires content specifically designed for shopping environments.
- Merchandising and media strategies must work together.

Creative Matters More Than Screens and Drives Results

Research from **Vista Grande** found that 42% of shoppers were unaware of in-store digital displays, raising questions about whether the industry is overestimating their impact. Meanwhile, many shopper marketers continue to allocate 70%-80% of retail media budgets to sponsored search because it remains efficient, flexible and easy to measure.

Creative quality remains the single biggest determinant of success, and creator content continues to outperform many brand-created assets.

Creator-led content delivered an 80% year-over-year lift in CTR on Meta, shared **Lori Burns** of **Energizer**, while influencer videos also outperformed brand videos on Walmart search across ROAS, CTR and conversion metrics.



Merchant Buy-In Is Critical

As in-store media expands, alignment between media, merchandising and store operations is becoming increasingly important.

- Merchants must see media as a tool that drives product movement, not just advertising revenue.
- Retail media teams are working more closely with store operators than ever before.
- Internal alignment often determines whether programs scale successfully.

The success of in-store retail media ultimately depends on merchant support, argued **Zitcha's Steve Biddle**. As retail media becomes more embedded in the store environment, it increasingly overlaps with merchandising and store operations.

Programs are far more likely to succeed when merchants view screens and media placements as tools that drive product visibility and sales velocity rather than simply additional advertising inventory, he said.

A screen can't just communicate a price reduction. It's got to accomplish something to engage the viewer to take action and hopefully create a stronger brand memory that they will rely upon later as well.

Emily Higgins,
Vista Grande

Why This Matters

As retailers build in-store media networks, the conversation is shifting from hardware to effectiveness. Long-term success will depend on whether retailers and brands can create experiences that genuinely influence shopper behavior rather than simply adding more screens to the environment.

06.

Measurement Remains Retail Media's Defining Challenge

Retail media's growth story is well-established, and the larger challenge now is proving value. Across sessions, speakers repeatedly returned to issues surrounding incrementality, attribution, transparency and standardization. As investment grows, brands are demanding greater accountability and more confidence that retail media spending is driving outcomes that would not have occurred otherwise.

Incrementality as the New Standard

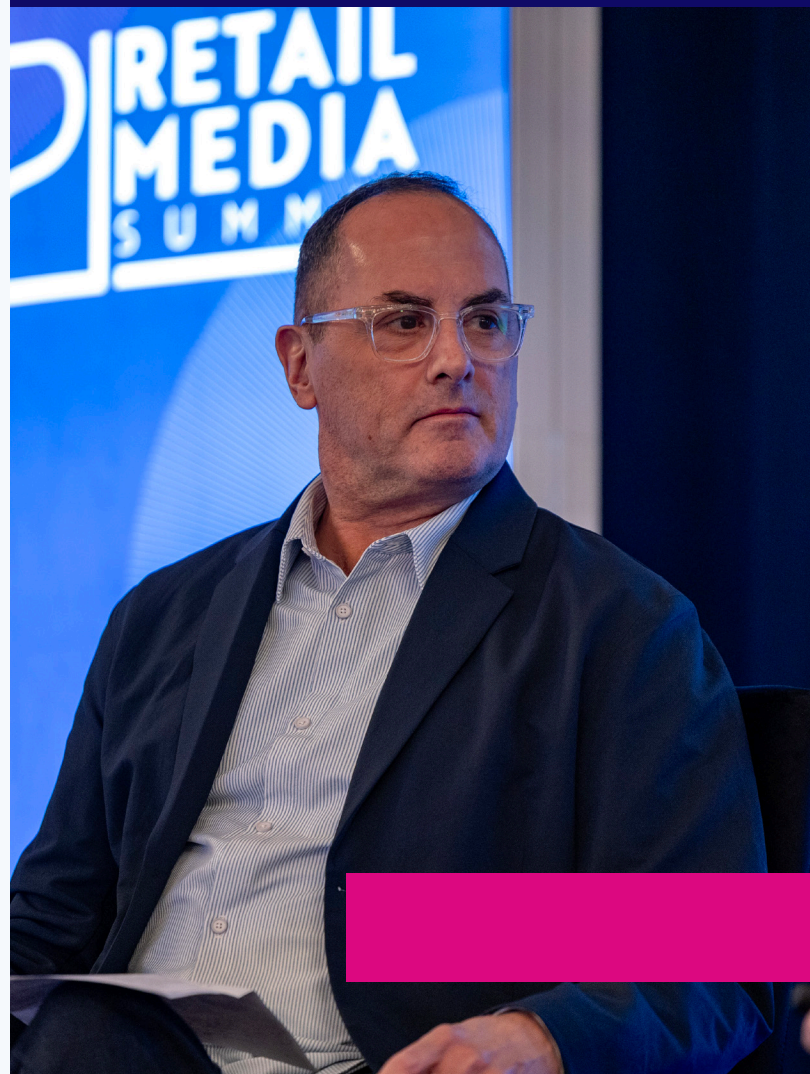
Traditional retail media metrics are no longer enough. **Steve Rado** of **Micro Center** said he has been skeptical of ROAS throughout his marketing career, emphasizing that brands increasingly want proof that media investments are driving outcomes that would not have happened otherwise.

That focus on incrementality surfaced repeatedly:

- Retailers with closed-loop measurement capabilities are well-positioned to demonstrate true business impact.
- Brands are placing greater scrutiny on whether campaigns generate new demand versus simply capturing existing demand.
- Measurement conversations are shifting from activity metrics to business outcomes.

Key Takeaways

- Measurement transparency directly impacts investment decisions.
- Brands want clearer connections between media and business outcomes.
- Trust is becoming a competitive differentiator.

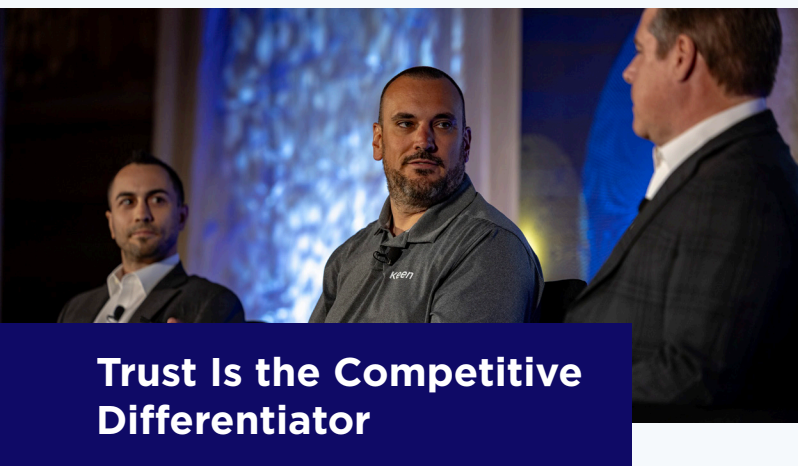


Better Data Doesn't Automatically Mean Better Decisions

CommercelQ's Katen Johal and **Megan MacDonald** highlighted how quickly incrementality opportunities can change throughout the day. Market conditions, organic rankings and competitive activity all influence performance, making manual optimization increasingly difficult.

As a result, brands are relying more heavily on automation to monitor the digital shelf, identify incremental opportunities and adjust bidding strategies in real time.

At the same time, speakers cautioned that measurement alone is not enough. **Chris Pyne** of **Junction 37** noted that brands need partners who can help interpret results and understand the tradeoffs behind optimization decisions.



Trust Is the Competitive Differentiator

Across the conference, one message was consistent: Measurement transparency directly influences investment decisions. As retail media matures, brands are demanding clearer methodologies, greater accountability and stronger connections between media activity and business results. Networks that can build trust through transparent measurement and meaningful reporting will be best positioned to capture future growth.

“We try to get brands to think beyond measuring today for yesterday to understand, ‘Sure, that decision is great for tomorrow, but it’s actually hurting you 12 months from now,’” **Keen Decision Systems' Bradley Keefer** said. “And that’s the difference between that measurement mindset versus a planning P&L mindset, which I think is what gets a lot of marketers in trouble.”

The rise of real-time data is also changing how organizations operate. **Will Longhini** of **Digitas** emphasized that insights are only valuable when they can be acted on quickly. The organizations moving fastest are creating tighter connections between planning, activation and measurement teams, allowing them to turn insights into action more effectively.

“It really comes down to how connected everything is. If the insight lives in one place, but the activation is happening in another, that’s when things really start to slow down,” Longhini said in a conversation with **Molly Ryan** of **Kroger Precision Marketing**. “I think the teams that move the fastest have a pretty tight loop.”

Measurement Only Works If Teams Are Connected





As retail media networks challenge brands to invest more, it's important to challenge the RMNs on measurement.

Kaitlyn Fundakowski,
Chomps

Some of these activity metrics don't make sense. Who chose 0.06% [click-through rate] to be the standard for display ads? 0.06% is terrible.

Yuni Baker-Saito,
Chicory



It's more than just sales lift or units in a basket. Our goal is to understand if what we did from a media perspective impacted the consumer's decision. Particularly in the c-store space, this is where there's work to be done. ... We have to figure out the right metrics for c-stores, because they aren't necessarily the same as they are in a large store, Walmart, Target or grocery store.

Kim Garner,
The Coca-Cola Co.

Why This Matters

The next era of retail media will be shaped less by inventory growth and more by measurement credibility. Networks that can clearly demonstrate value and build trust with advertisers will be best positioned to attract future investment.

07.

The Next Advantage Is Organizational

Technology alone will not determine which companies succeed in the next phase of commerce. Several sessions highlighted how organizational structures, decision rights and cross-functional alignment have become critical differentiators. As retail media expands beyond traditional marketing functions and AI accelerates decision-making, companies are rethinking how teams operate and who owns key decisions.

Key Takeaways

- Decision-making frameworks are becoming increasingly important.
- Future talent needs are shifting toward broader business skills.
- Companies are redesigning operating models to improve speed and accountability.



Borrowing from a merchandising playbook and building around product authority helped shape their distinct retail media strategy, shared **Stephenie Cattonar** of **The Home Depot** with **Vantage's Drew Cashmore**. "We really took a page out of the merchandising playbook, in terms of really being focused on being all things product authority led, and so that I think has shaped a very different flavor of our retail media business."

Home Depot also needed to make technology investments. "All of the technology that you're using internally to generally run a lot of your marketing today was never designed to support the scale of what will be the ultimate driver of retail media."

Ultimately, Home Depot needed to know right out of the gate what kind of retail media it was going to be. “What do you want to be when you grow up?” she said.

As part of this, they determined that Orange Apron Media was going to be a unified self-service ecosystem. “That’s a really big decision that we made early on that has allowed us to really catapult ourselves in that supplier and advertiser experience.”



Removing Friction From Decision-Making

Rather than reorganizing entire departments, CPGs are creating clearer decision-making frameworks, establishing formal ownership models, defining decision rights and aligning teams around shared measurement goals before campaigns begin.

Abbey Griswold of **The Coca-Cola Co.** highlighted use of RACI (Responsible, Accountable, Consulted, Informed) frameworks and standardized evaluation criteria.

Chrissy Arsenault, director of marketing, brand and e-commerce at **Pompeian**, emphasized the value of empowering teams to make decisions without requiring approval from every stakeholder.

The common objective is to reduce friction, increase speed, and let teams test, learn and optimize without getting bogged down by organizational complexity.

We try to empower them to ask forgiveness, not permission.

Chrissy Arsenault,
Pompeian

Our org structure has changed. Because we have shopper marketing, trade spend, e-commerce and brand marketing media all in one team, it has really helped us open up our aperture to how we utilize these funds in the best way, and not just putting them in the buckets where they've historically been.

MK Woltz, Danone



How do we make our merchandising team the ultimate sales team for retail media?

Justin Weinstein,
Giant Eagle

Why This Matters

As automation handles more executional work, organizational effectiveness will become a larger source of competitive advantage. The companies that align teams, clarify ownership and empower faster decisions will be better positioned to capitalize on the opportunities emerging across retail media and commerce.

**Learn More About the Path to Purchase
Institute at P2PI.com**

Mark Your Calendars

InStore Ignite is Nov. 10-12 in Chicago!
InStoreIgnite.com.