

Retail Media

A guide for CMO's





Let's Talk Retail Media

Learn how integrating Retail Media into your marketing strategy connects you with shoppers at the perfect moment, maximizing ROI and outpacing the competition.

- What is Retail Media
- The third wave of advertising
- Retail Media is here to stay
- The advantages



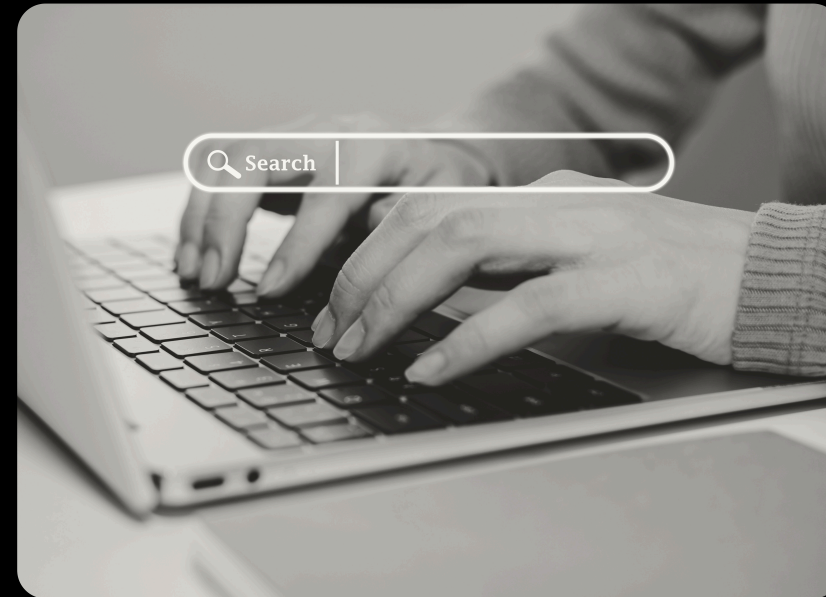
"When major brands are catching the Retail Media wave, is your brand stuck watching from the beach?"



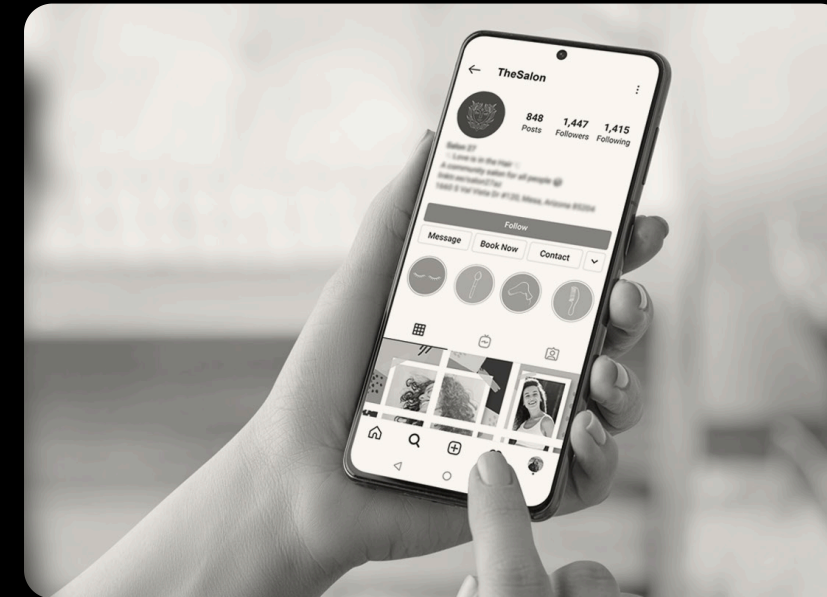
Your audience is in a new place, be ready to meet them.



1970
Print advertising



2002
Search advertising



2008
Social advertising



2024
Retail Media advertising

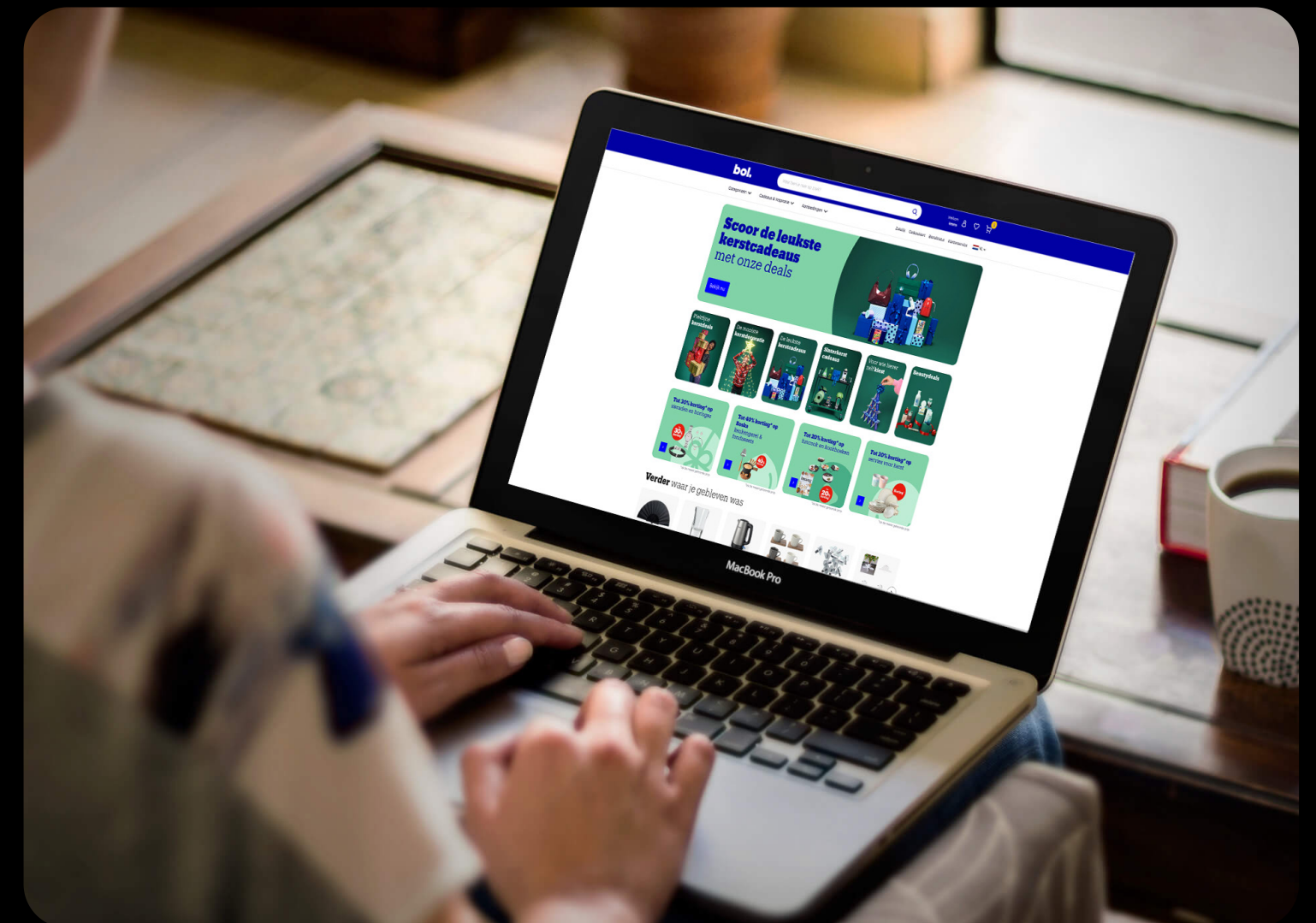


What is Retail Media

Retail Media refers to advertising channels owned by retailers, both online and offline. Think about a cardboard display in your local supermarket or the ads shown on Bol.com. Retail Media focuses on influencing customers in the buyer journey right before they make a purchase.

This whitepaper, however, **focuses on online Retail Media**, which operates on **a retailer's digital platforms, such as their marketplaces.**

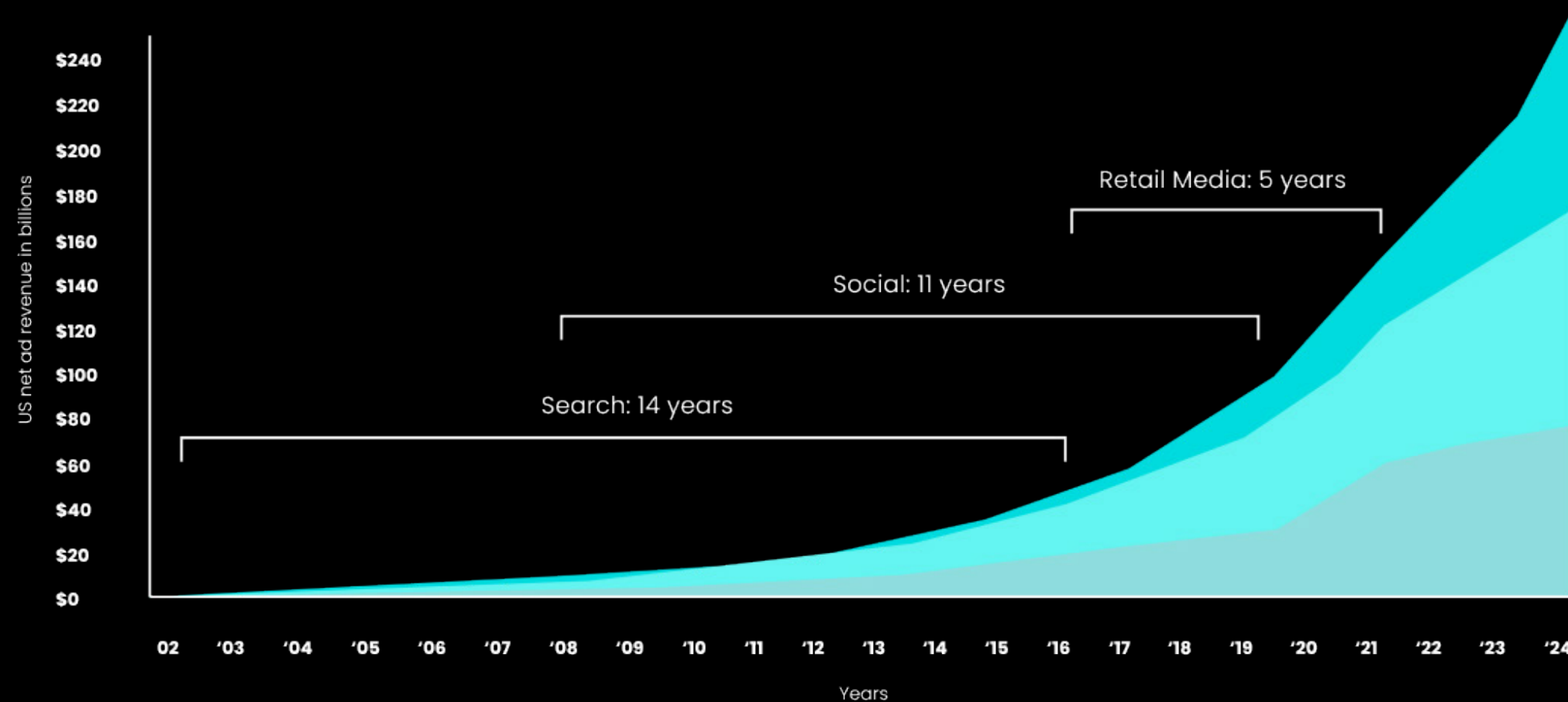
Let's dive into the digital universe of Retail Media.



**"The third wave of
advertising, don't get left
behind."**

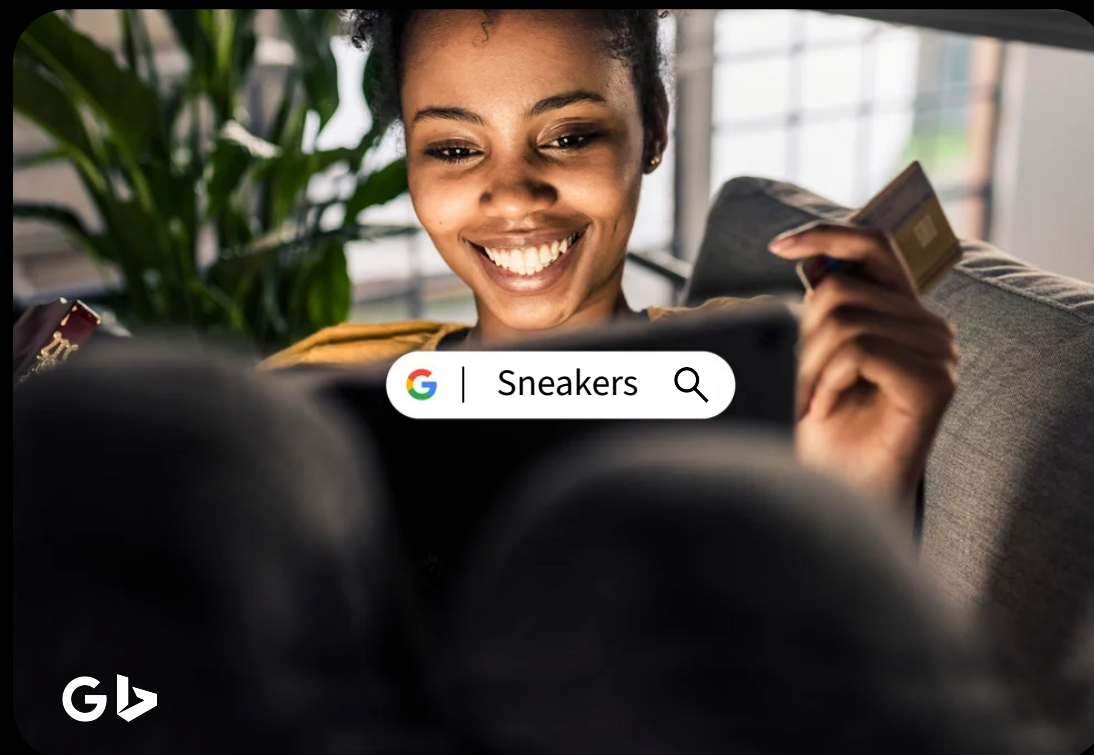


From 1 to 30 Billion in just 5 years outpacing social and search.



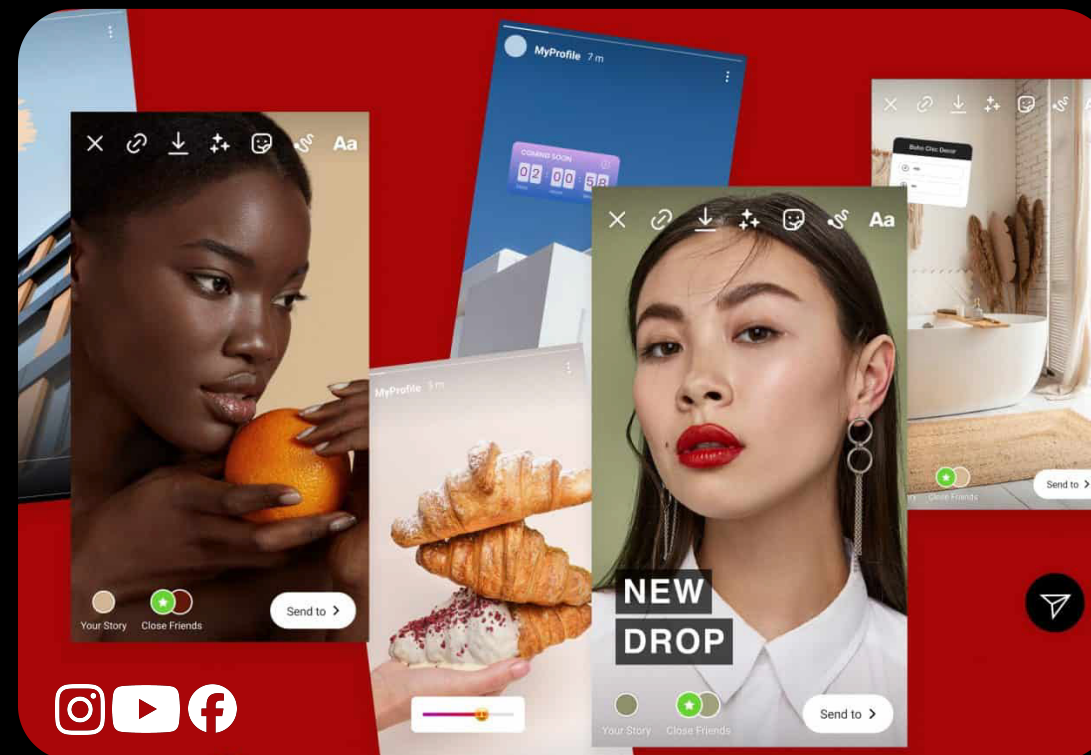
It took Search 14 years and Social 11 years to grow their ad revenue to \$30 billion—Retail Media did it in just 5.

Adapt your marketing to where your customers are.



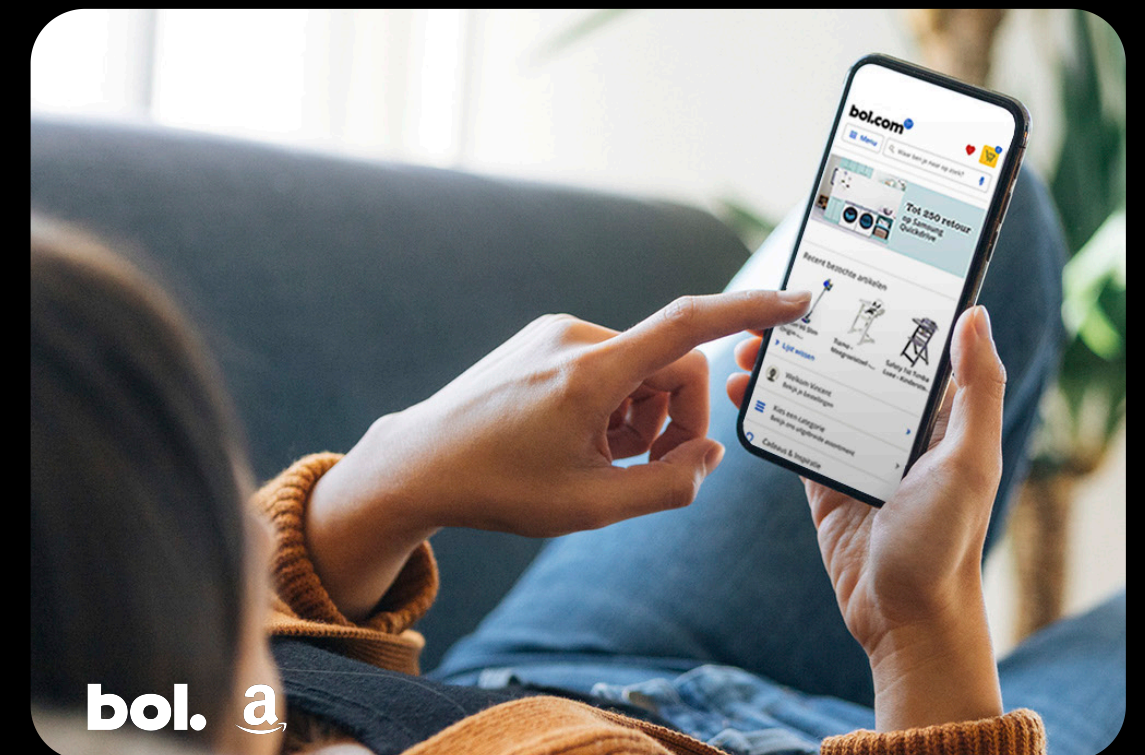
● First Wave of Marketing

Search: be there when the shopper is looking for a product.



● Second Wave of Marketing

Social: Be there when a shopper is getting inspired to buy a product.



● Third Wave of Marketing

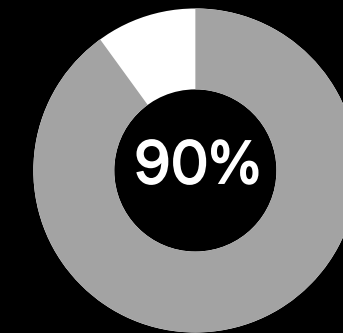
Retail: Be there when a consumer wants to buy a product.



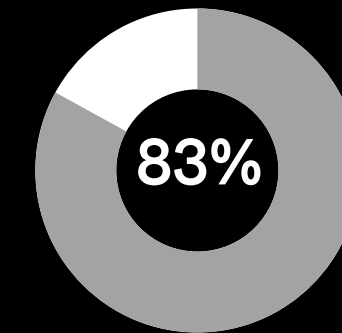
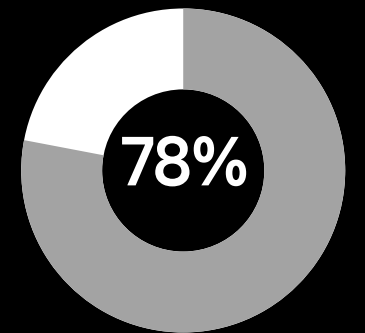
73% of brands want to increase their spend in Retail Media Networks.

Retail Media networks are gaining more traction as brands and manufacturers seek to allocate their budget **towards the moment of purchase**, ensuring it reaches their target audience. They aim to spend where the consumers are located.

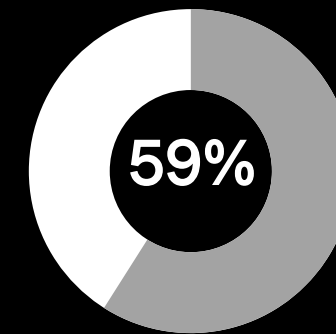
Anticipated increase in spend with Retail Media networks in the next year



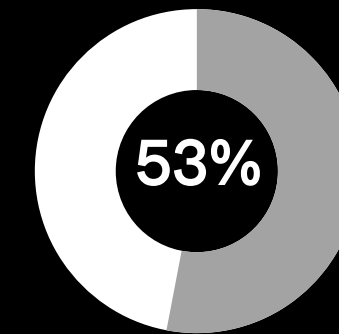
Beauty

Specialty, apparel
& footwear

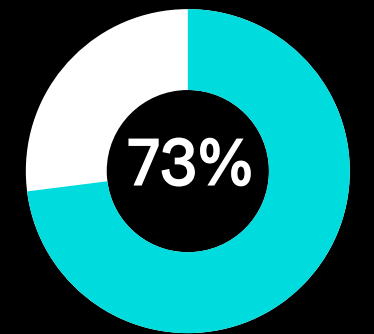
General retail



CPG & households



Cpg & grocery



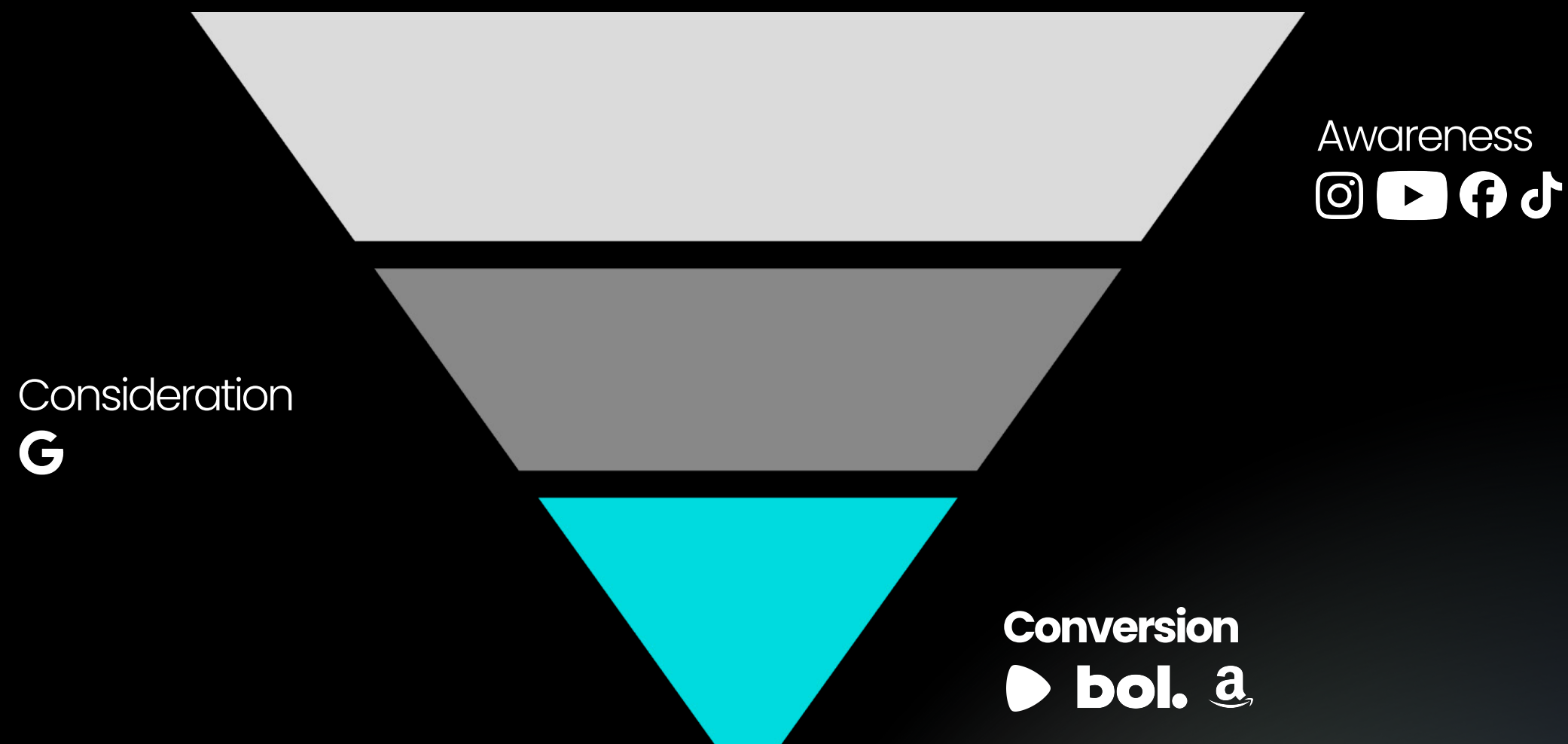
Total



Retail Media drives higher ROI because it happens *at the point of purchase*, where intent is strongest.



Meet your client in every stage of the funnel



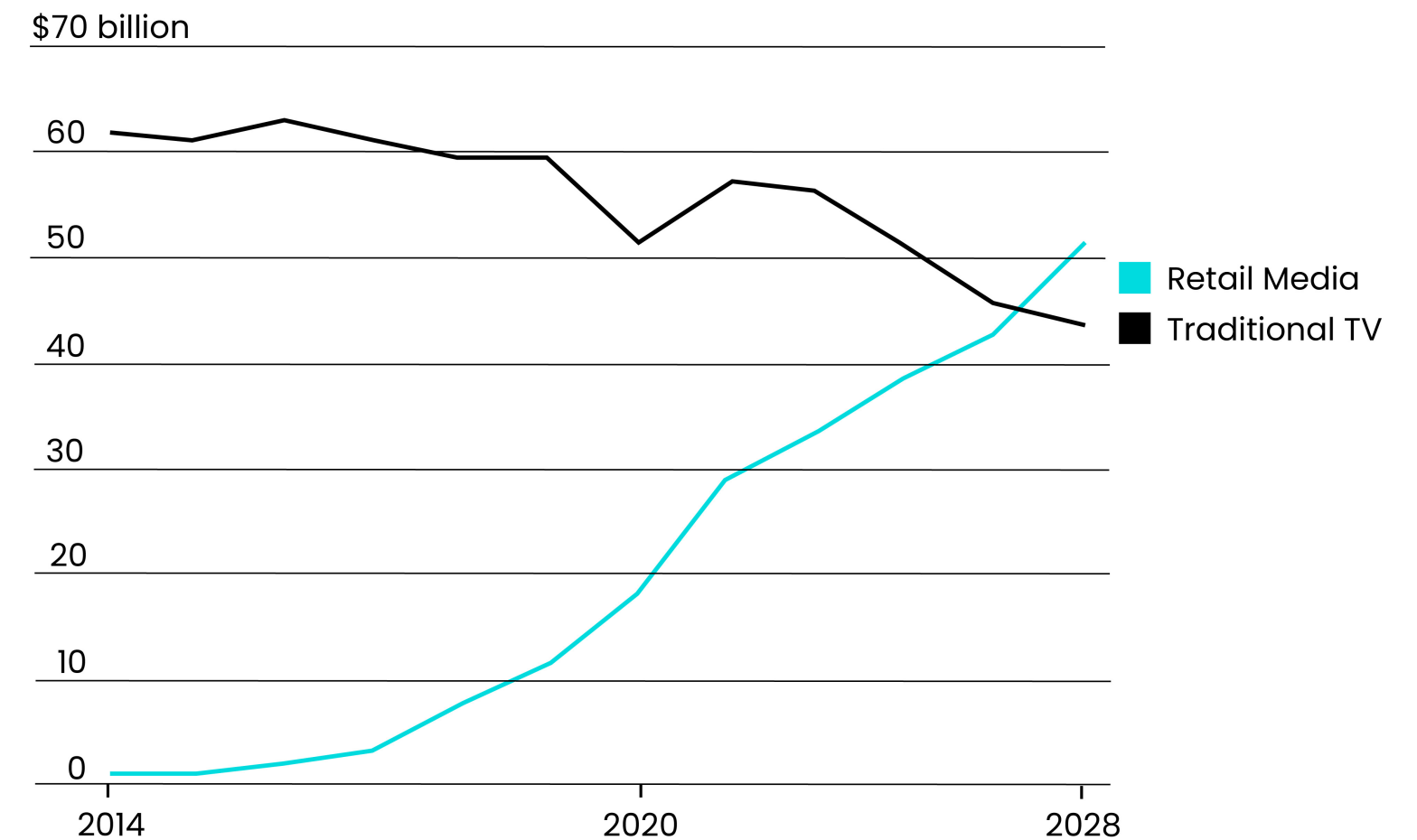
Retail Media drives higher ROI because it happens at the point of purchase, where intent is strongest.



Retail Media ad revenue set to surpass TV by 2028

Retail Media offers robust data-driven decision-making capabilities, enabling sharing of real sales data in a secure environment. Unlike traditional TV, Retail Media platforms provide valuable metrics.

U.S. advertising revenue by platform



source: Forbes



Uncover the remarkable perks of Retail Media



Close to point of
purchase



Measurable
results

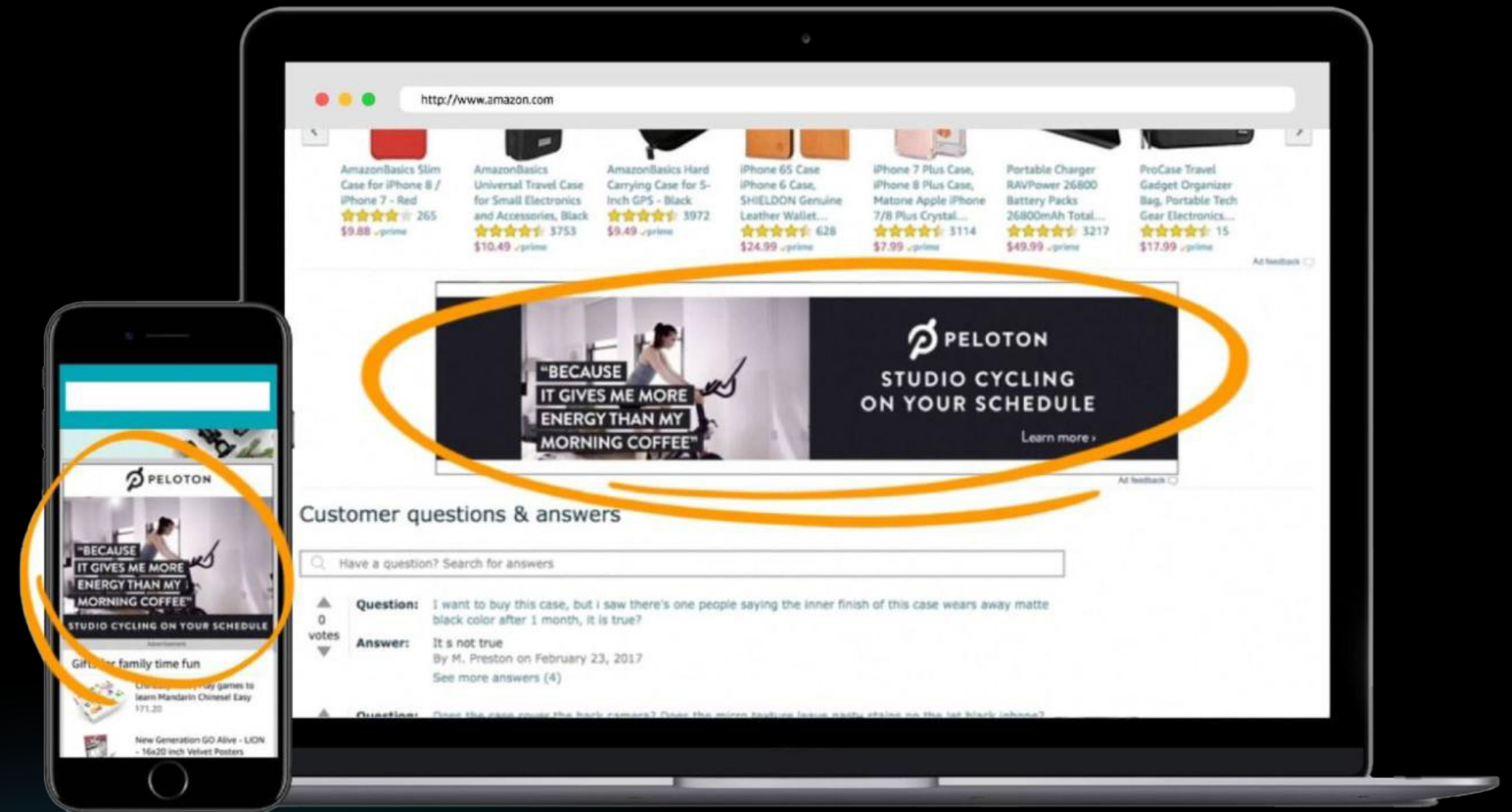


First party
data



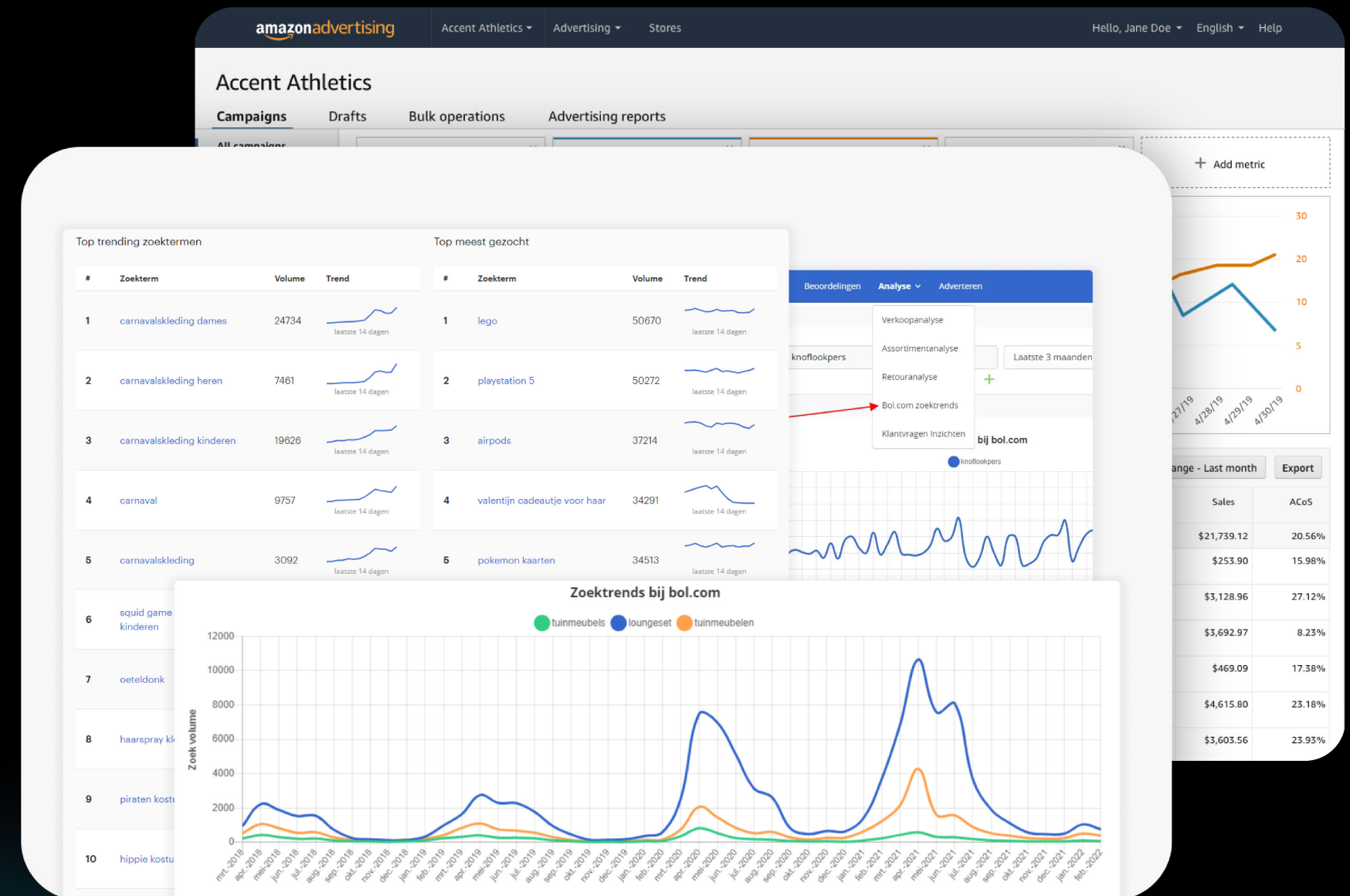
Closer to the point of purchase

Immediate intent to purchase: Consumers interacting with Retail Media are already in a purchasing mindset, which increases the likelihood of conversions. They are typically at the decision-making stage, and the ad can influence their final choice in real-time.



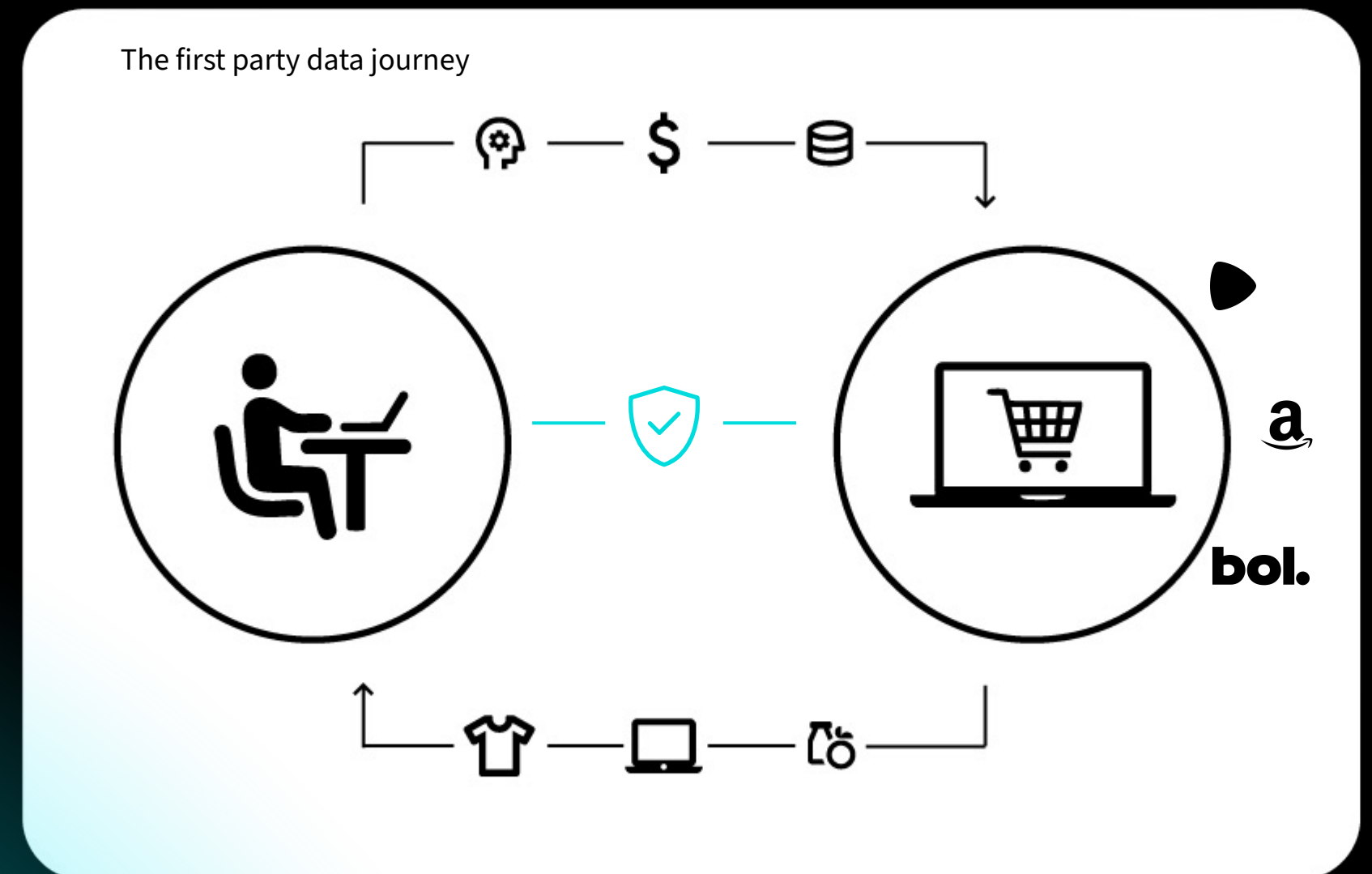
Measurable results

Platforms like Amazon, Bol, Zalando provide Real-time insights via dashboards: Advertisers can immediately track the effectiveness of campaigns through dashboards, allowing them to quickly adjust and improve performance.



First party data

First-party data on marketplaces like Amazon or Bol is valuable because it's accurate, privacy-compliant, and provides insights into customer behavior. It enables personalized experiences, precise advertising, predictive analytics, and better customer retention strategies. Not only real-time insights but also targeted advertising through customer data, behavior, and insights.

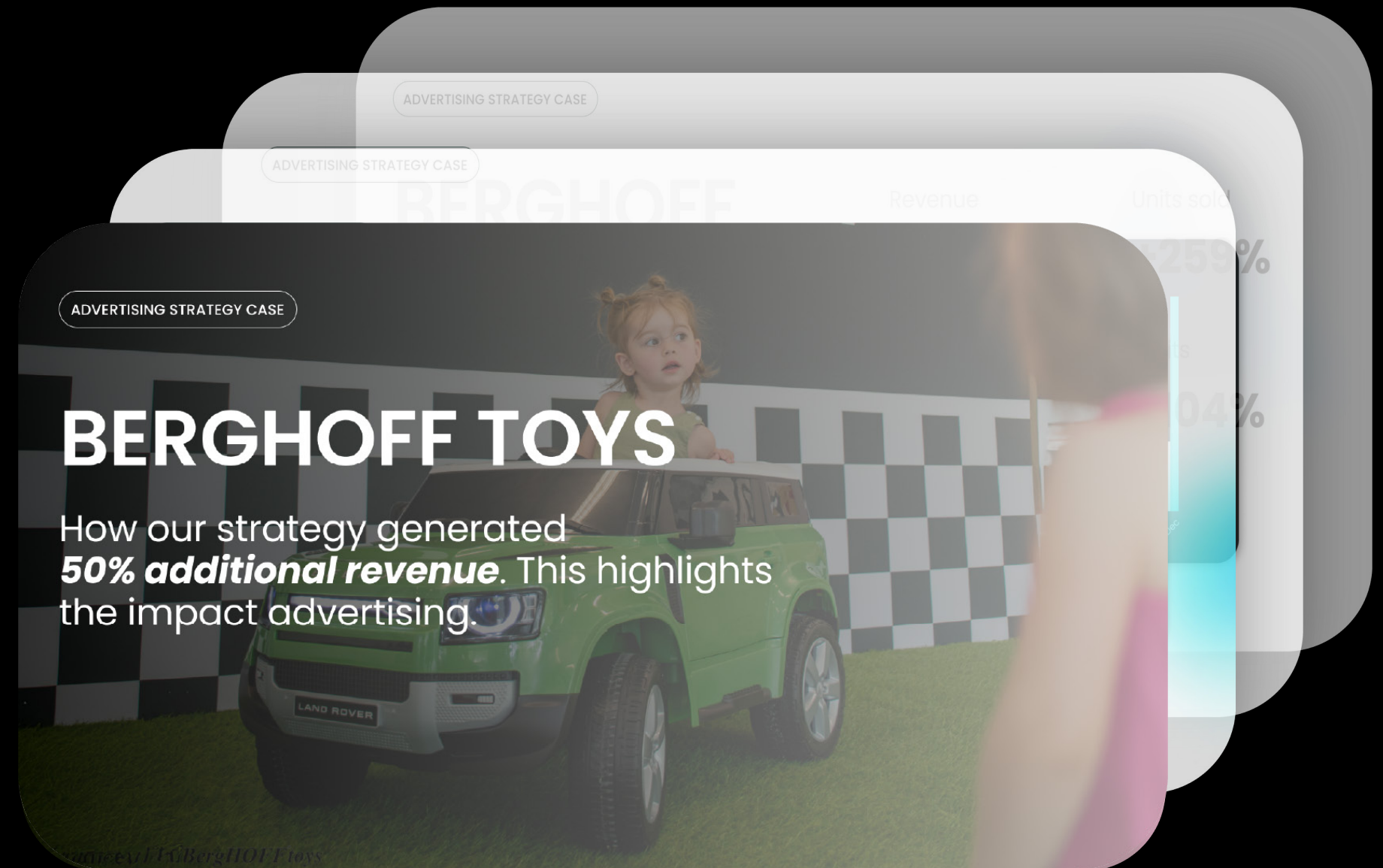


In times when profit is under constant pressure and the market is more competitive than ever, it's crucial to allocate your advertising budgets where they *reach the most relevant consumers.*



Discover how we managed to *double the revenue by leveraging Retail Media* for our client.

Read Berghoff case





**"You cannot get closer to intent
than with Retail Media."**

Cistian Van Thillo – CEO of DPG MEDIA



[ReGroup: de mediapodcast GroupM](#)



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Merkado gets your products seen and sold on marketplaces. Leveraging the power of Retail Media.

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Curious about leveraging Retail Media for your brand?

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