What is a

Retail Media Network

...and why is it making headlines?

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Retail media spend in India passed $1bn in 2022: Flipkart

US Retail media's rise increasingly reliant on offsite programmatic media, ~3x in 2024

India's Advertiser Spend To Jump By 11.9% This Year: Warc

Retail media (+21.3 %), social media (+14.2 %) and search (+12.1 %)

Q1 2024 Digital Market Index: Walmart Leads Retail Media with More Than 11 Billion Impressions

Tesco expands retail media offering with new measurement framework

Advertisers shift retail media spending beyond Amazon to include Walmart, Target, Instacart, Kroger and more

Banks (JP Morgan Chase, Revolut) are dipping their toes into the retail media waters

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Retail Media Network

Businesses that sell products directly to consumers. They hold the primary advantage of having a direct relationship with the customers through their channels, whether in-store or online.

Walmart Flipkart TARGET

amazon Carrefour THE HOME DEPOT

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Retail Media Network

Any and all properties where brands can be plugged. Physical properties (in-store displays, offers) OR Digital properties (website banners, videos, search results) that influence customer decisions during their shopping journeys

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Retail Media Network

That's where things get interesting!
As long as retailers understand customer behaviours deeply, they need not limit themself to owned & operated properties.
A network of publisher properties can be powered by a retailer's customer data.

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Why are brands betting big on

Retail Media Networks

Retail media is not new. In-store brand placements have existed for as long as we can remember. A decade ago, Amazon set a precedent by launching an Ads Platform, inspiring Walmart, Kroger, Target, Tesco, Sainsbury, Carrefour, etc. to follow suit.

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But..

Why now?

First-party data is now a valuable asset. RMNs are creating new revenue streams by leveraging their direct relationship with customers. Data concentration and performant diverse ad formats are fueling RMN popularity. Even non-traditional retailers like Revolut, JPMorgan Chase, PayPal, and United Airlines are joining in.

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So what does it take to make RMNs work?

Data

Enough first-party data, especially transaction data, is crucial. Understanding purchasing behaviour gives a significant advantage in influencing customer choices. Doing this in the shopping journey when they are most likely to make purchasing decisions guarantees it's performance.

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So what does it take to make RMNs work?

Infrastructure

Activating data beyond owned properties needs robust tech infra to balance privacy protection and advertising performance. Managing huge volumes of data, extracting insights and employing privacy-enhancing technologies are essential to build trust.

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So what does it take to make RMNs work?

Partnerships

Collaborating with third-party publishers to power their properties leveraging first party data allows for a greater coverage over customer touch points. Through strategic partnerships, RMNs create larger networks to prove their strengths on delivering performance

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In Conclusion,

RMNs are not just new revenue streams. They represent a fundamental shift in how businesses leverage their most valuable asset. The true power of RMNs lies in transforming consumer insights into actionable advertising, not just on owned platforms, but across a network of partners.

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Wrap up.

The rise of RMNs signals that every business with the right customer data and distribution channels has the potential to become a media network, making data-driven advertising more accessible while redefining what it means to be a media company today.

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