

# Retail Media Revolution: Trends, Tactics, and Lessons Learned

Presented by DoubleVerify

# **Retailer Maturity Curve**

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# **ESTABLISH**

Retailers beginning to sell traditional display media on-site

# **ACTION**

Retailers packaging customer data for off-site media campaigns

## **ADVANCE**

Retailers providing full media functionality and services for brand advertisers

# AUTOMATE

Retailers automating activation through a buying platform or inhouse DSP



# **Media Quality Considerations**

Learnings from DoubleVerify's Current Retail Media Clients and Partners



#### **Off-Site Media**

Off-site media quality measurement is as important as any other programmatic campaign



#### **Fraud**

IVT rates are often higher on retail media than traditional media due to competitive scrapers



### Viewability

Retail sites average lower viewability rates than traditional media



#### **Performance**

Attention drives toward tangible business outcomes



# **Key Takeaways**

## Retailers



Continue to advance offering
Early adopters of measurement will benefit
the most from competitive advantages



Support industry standards
Work with 3rd party partners to support
mutual clients and activate campaigns

## **Brands**



Collaborate closely with retailers
Retailers face specific challenges so strong
relationships are more important than ever



**Drive sophisticated strategies**Retail media is a unique opportunity to engage with consumers in new formats





# Questions

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