



Retail Media Revolution: Trends, Tactics, and Lessons Learned

Presented by DoubleVerify

Retailer Maturity Curve



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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