

4 CONSIDERATION FACTORS FOR EVALUATING YOUR **DIGITAL RETAIL MEDIA** OPPORTUNITIES

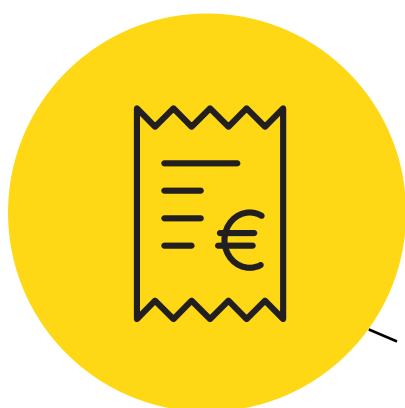
Digital Retail media is the new digital channel brands need to pay attention to. By engaging with these platforms, brands can reach in-market buyers at the point of purchase. It's a huge opportunity for them, and according to eMarketer, ad spend in this e-commerce channel is expected to grow by 29.8% in 2021.



WHY IS THIS IMPORTANT?

The decline of third-party identifiers will significantly limit brands' ability to conduct audience-based targeting across advertising mediums in the future. They need to be looking for and testing emerging channels, and digital retail media offers a new media activation solution for them.

Consideration factors:

**01**

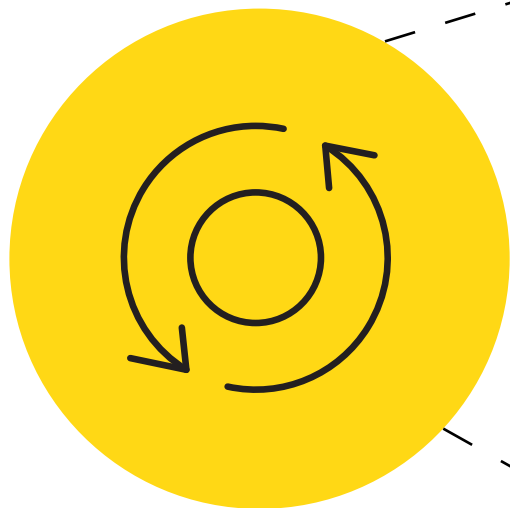
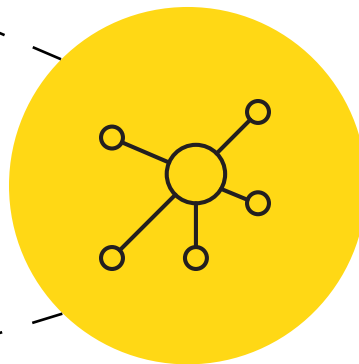
COST:

Is it worth investing in this retail media network? Do they truly understand their audience, so you can get maximum value from working with them?

02

FRAGMENTATION:

Does the network deliver the target consumers you're trying to reach, and do they offer cross-retailer opportunities?

**03**

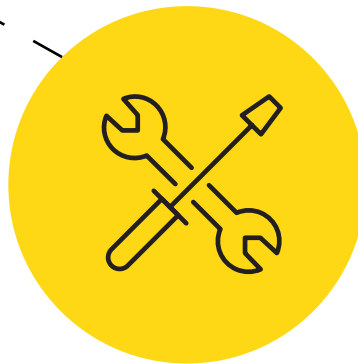
RETURN ON INVESTMENT:

How competitive is the digital retail media partner compared with the rest of your marketing channels? Can they optimise campaigns in-flight to maximise performance?

04

OPERATIONAL:

How has the retailer set up its network – both in terms of technology and resource – and does this fit into your current operational structure? Do they make it easy for you to work with them?



THE BOTTOM LINE

Digital retail media provides an exciting opportunity, but it must be right for your brand. Before choosing to work with any media partner, make sure you do your due diligence.

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✓ Brand Marketers Guide to
Digital Retail Media Spend

DOWNLOAD GUIDE