

iab.

**Retail Media
Buyer's
Guide**

JULY 2023

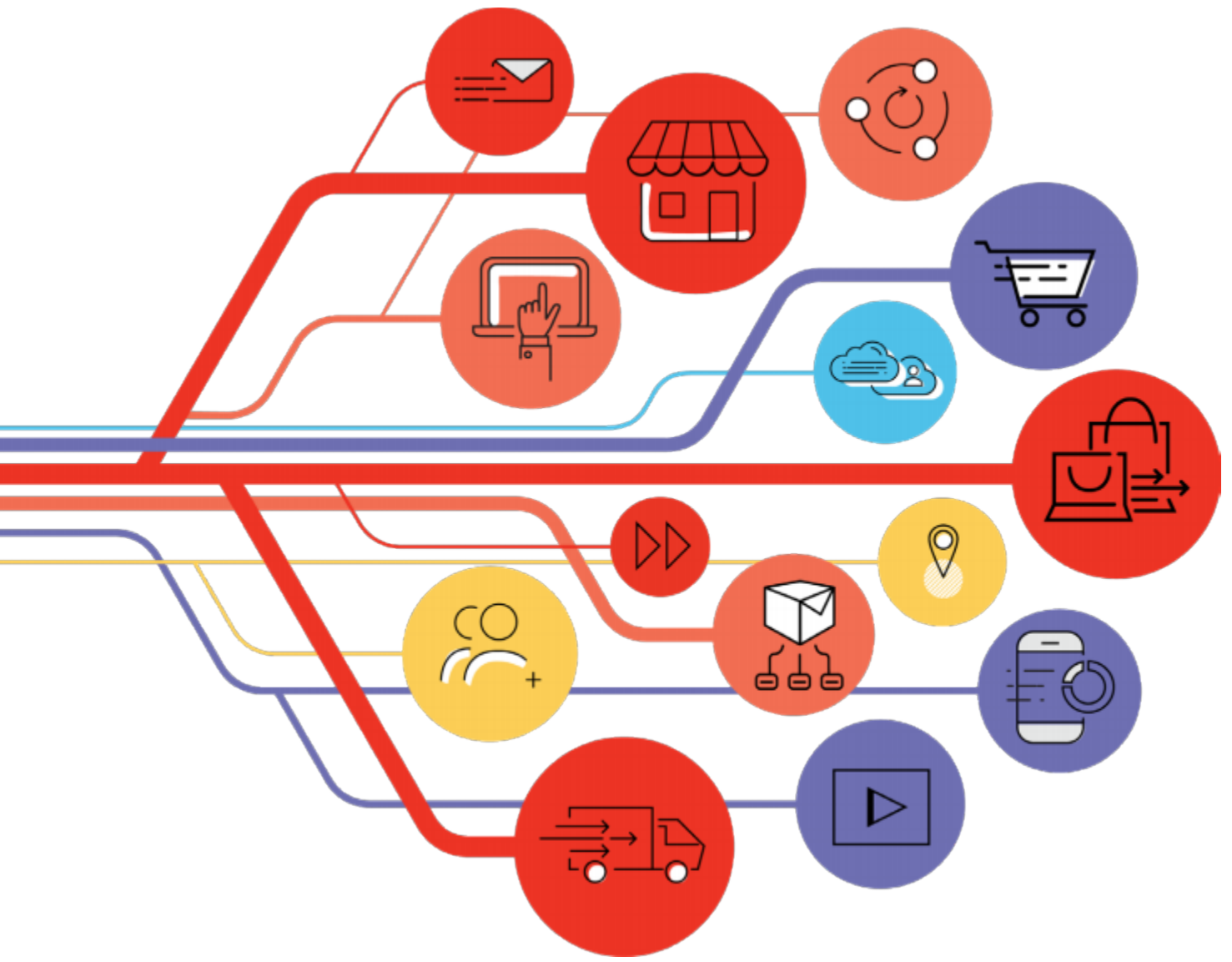


Table of Contents

1. What Is Retail Media?	2
1.1 Benefits of Retail Media	2
1.2 Challenges of Retail Media	4
1.3 The Privacy Landscape	5
2. Introduction To Planning for Retail Media	6
2.1 Understanding Partner Properties	6
2.2 Retail Media Makes Everything Performance Media	7
2.3 Closed-Loop Measurement	9
2.4 Onsite	10
2.5 Offsite	12
2.6 In-Store	13
2.7 The Endemic and Non-Endemic Spectrum	15
2.8 Unifying the Online and Offline Experience With Retail Media	16
3. Fostering Collaboration	17
3.1 Understanding Partner Properties	17
3.2 Joint Business Plan Negotiations	18
3.3 Changing Dynamics and Collaboration Across Retailers, Brands, and Agencies	19
3.4 Retail Media Briefing Process	21
4. Developing Your Audience Strategy	22
4.1 Identifying the Objective	22
4.2 How To Develop an Audience Strategy	22
4.3 First-Party Data Opportunity	24
4.4 Balancing Scale and Efficiency	26
4.5 Understanding Product Distribution	28
4.6 What Are the Audience Capabilities	28
4.7 Activating Your Audience	30
4.8 In-Store Audience Strategy	31
5. Retail Media Buying and Creative Strategy	35
5.1 Onsite Media Buying	35
5.2 Offsite Media Buying	36

5.3 In-Store Media Buying	37
5.4 Creative Planning and Strategy	38
5.5 Tailor Call-To-Action to the Funnel-Stage	39
5.6 Creative Planning Best Practices	40
Acknowledgments	41
About IAB	45
Contact Information	47

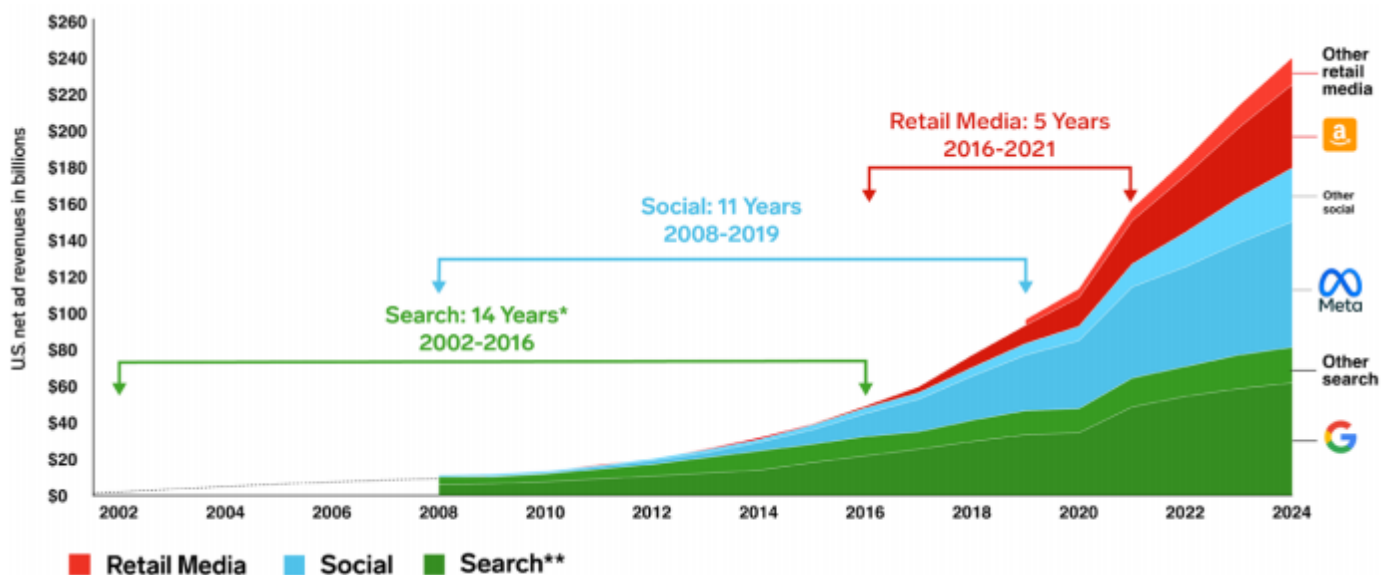
1. What Is Retail Media?

1.1 Benefits of Retail Media

Retail media is a form of digital advertising that allows brands to promote their products or services within a retailer's e-commerce platform or physical store. It involves the use of targeted advertisements and sponsored content that is displayed to shoppers while they browse and make purchases. Retail media is a relatively new concept, but it is quickly gaining popularity due to its ability to provide brands with highly targeted advertising opportunities and retailers with a new revenue stream.

One of the main benefits of retail media is its ability to provide highly targeted advertising opportunities. By leveraging customer data and analytics, retailers can deliver ads and promotions to customers who are most likely to be interested in their products. This means that brands can reach customers who are already in a shopping mindset, increasing propensity to purchase/convert. In addition, retail media allows brands to measure the effectiveness of their advertising campaigns in real-time, allowing them to optimize their strategies for better results.

For retailers, retail media represents a new revenue stream that can help offset the costs of running an e-commerce platform or physical store. Retail media also allows retailers to provide a better shopping experience for their customers by displaying targeted ads and sponsored content that is relevant to their interests.



Note: *Using the IAB estimate of \$900 million in search advertising revenues in 2002. **Excludes search ad revenues from retail media advertising

Methodology: Estimates are based on the analysis of various elements related to the ad spending market, including macro-level economic conditions; historical trends of the advertising market; historical trends of each medium in relation to other media; reported revenues from major ad publishers; estimates from other

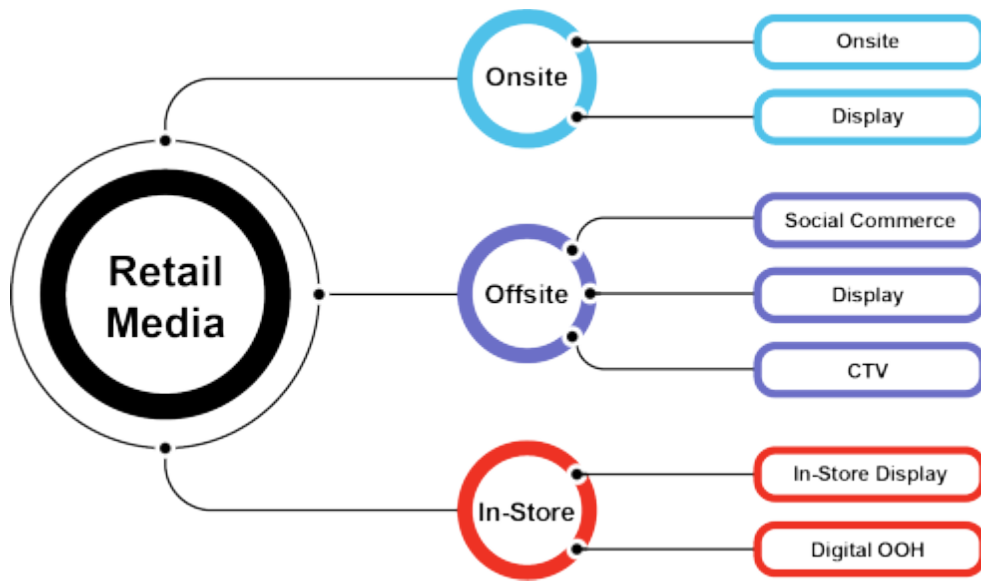
research firms; data from benchmark sources, consumer media consumption trends; consumer device usage trends, and eMarketer interviews with executives at ad agencies, brands, media publishers, and other industry leaders.

RETAIL MEDIA BUYER'S GUIDE

Retail media is considered the third wave of digital advertising because it combines the targeting and measurement capabilities of digital advertising with the scale and reach of traditional advertising. The first wave of digital advertising was search advertising, which involved placing ads on search engines like Google. The second wave was social advertising, which involved placing ads on social media platforms like Facebook.

The opportunity for retail media is vast and encompasses various areas, including onsite, offsite display, social commerce, CTV, and in-store digital advertising.

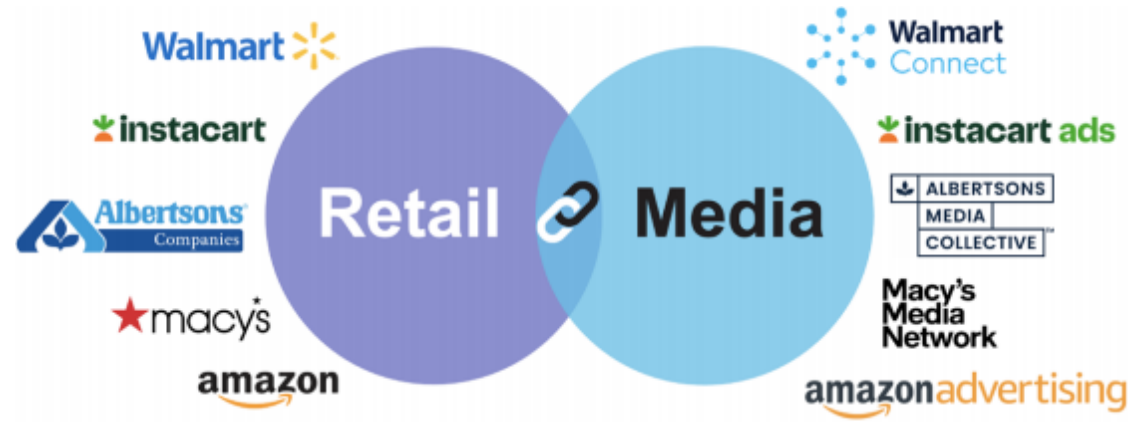
- Onsite retail media involves displaying ads within a retailer's e-commerce platform, such as search result pages, product pages, and category pages. These ads can be highly targeted based on the customer's search history and purchase behavior, making them more likely to convert.
- Offsite display retail media involves displaying ads on third-party websites and apps, (i.e. Criteo, Google Display Network, or TTD), which can help increase brand awareness and drive traffic to a retailer's website.
- Social commerce retail media involves using social media platforms like Instagram, Facebook, and Pinterest to promote products and drive sales. Retailers can create shoppable posts and ads that allow customers to purchase products directly from the platform.
- CTV Retail Media involves displaying ads on streaming TV services like Hulu, Roku, and Amazon Fire TV. CTV offers retailers the opportunity to reach customers who are increasingly shifting away from traditional cable TV and towards streaming services.
- In-store retail media involves displaying ads and promotional content within a physical store, such as audio, digital signage, product displays, location-based, notifications, and interactive kiosks. In-store retail media can help increase product awareness, promote new products, and drive sales.



Source: IAB Intro to Retail Media Course, 2023

1.2 Challenges of Retail Media

Retailers Are Becoming Media Companies



Source: IAB Intro to Retail Media Course, 2023

The rise of retail media networks (RMNs) offers both retailers and brands a host of exciting possibilities. However, despite the many proposed benefits, there are still several obstacles standing in the way of realizing RMN's full potential. To overcome these challenges, it is critical to identify and address them head-on.

- Retailers face the challenge of launching a successful RMN that requires competencies in customer data management, media, and ad tech. These competencies are not typically found in the core business of retailing, which means retailers must create standalone functions to handle RMN. In addition, consistent and granular closed-loop measurement on spend within retail media networks increases the in planning and executing across an RMN ecosystem. This requires acquiring the right experienced
- Brands have an abundance of choices in terms of where to invest in RMNs. It is therefore essential for a retailer's RMN to have a clear and distinct value proposition to attract incremental investment/revenue, talent, and there is often a significant gap in RMN knowledge across different agencies. Agencies are increasingly tasked with helping clients ensure optimal media spending without duplication. However, there is a potential risk of a degraded consumer experience via ad overload if monetization pressures aren't calibrated against what consumers will find useful. Therefore, it is vital to maintain the money spent within their RMNs can mean retailers are willing to accept more new SKUs than before to consumer trust in what they are seeing via search and display by displaying the best options rather than

Overall, because RMNs represent one of the biggest shifts in advertising in decades, significant challenges and obstacles are to be expected. Overcoming them requires collaboration across stakeholders within companies, between brands and retailers, and across the industry. By identifying and addressing these challenges, RMNs can continue to grow and thrive, providing benefits for all stakeholders involved.

1.3 The Privacy Landscape

The changes in data privacy regulations, such as the EU's General Data Protection Regulation (GDPR) and the California Privacy Rights Act (CPRA), along with platform changes like Apple's identifier for advertisers (IDFA), have made it more difficult for brands to access and use customer data for targeted advertising.

This has resulted in the need for new solutions, such as retail media, that allow brands to leverage first-party data and reach customers in a closed-loop environment. Retail media provides a way for brands to target customers based on their shopping behavior and preferences, with the added benefit of closed-loop measurement to track the effectiveness of campaigns. This has highlighted the value of retail media as a reliable and effective advertising channel, particularly in a landscape where data privacy and measurement are becoming increasingly challenging.

However, it is important to note that this increased reliance on first-party data comes with a responsibility to adhere to consumer privacy. Brands and retailers must ensure that the data they collect is used ethically and transparently, and that consumers have control over their data and how it is used. Failure to do so can result in loss of consumer trust, legal repercussions, and damage to brand reputation. Adhering to consumer privacy not only protects the consumer, but also supports the long-term success and growth of retail media.

2. Introduction To Planning for Retail Media

2.1 Understanding Partner Properties

Planning and executing a media investment strategy in the age of commerce media requires close collaboration between retailers and brands to ensure alignment between business goals and target audiences. At the executive level, business goals such as sales growth, profitability, market share, in-store visibility, and successful velocity on new product launches will dictate the competitive strategy. Consequently, these business goals directly impact media strategy and planning.

Developing a media investment strategy that aligns with enterprise-level and brand-level goals requires a clear understanding of the target audience, how that audience consumes media, and eventually, how they consume your product. It is also essential to consider how various media channel options will impact behavior at different points in the customer lifecycle and how the consumer will reach to different messaging, offers or personalization efforts.

Moreover, as more retail platforms transform their ability to capture and activate shopper data, marketers are getting better equipped to manage personalization strategies and benefit from a more direct line to full-funnel performance measurement and validation. As a result, the planning process now requires a comprehensive understanding of the advertiser's total relationship with each retail partner and commerce media's influence on the media landscape, although many fundamentals of the process remain the same.

The integration of retail media into a holistic brand plan is important as activations span both tactical operations and marketing touchpoints such as driving traffic across tactics. The goal is to transition from “info sharing” between teams to executing across full-funnel planning.

2.2 Retail Media Makes Everything Performance Media

Retail media networks have evolved to offer a range of solutions that can be utilized to optimize performance and achieve business objectives. To effectively leverage these solutions, it is important to take a top-down approach and prioritize retailers and budgets based on the desired business outcome. This will enable brands to allocate their resources in a way that drives the greatest impact and results.

One of the key advantages of advanced retail media networks is the ability to create custom audiences using first-party data. This enables brands to target the right message to the right audience at the right touchpoint, thereby improving the effectiveness of their campaigns. By accessing a retailer's first-party data, brands can also gain valuable insights into shopper behavior and preferences, which can inform their targeting and messaging strategies.

It is important to overcome the perception that retail media networks are only conversion focused. Brands should recognize the value of these networks in building stronger partnerships with retailers, enabling sales and customer development support, and accessing first-party data for programmatic targeting. Additionally, insights and shopper teams can benefit from the ability to better understand the shopper by retailer, while measurement and finance teams can appreciate the closed-loop reporting capabilities that many retail media networks offer.

To optimize performance and achieve business objectives, it is important to have fluidity in budget allocation both within and across accounts. Brands should be willing to allocate their resources where they have the best chance of performing based on the criteria. In addition, a second layer mapping to the various parts of the shopper journey with corresponding digital media KPIs can be considered, including brand awareness, performance, and brand loyalty.

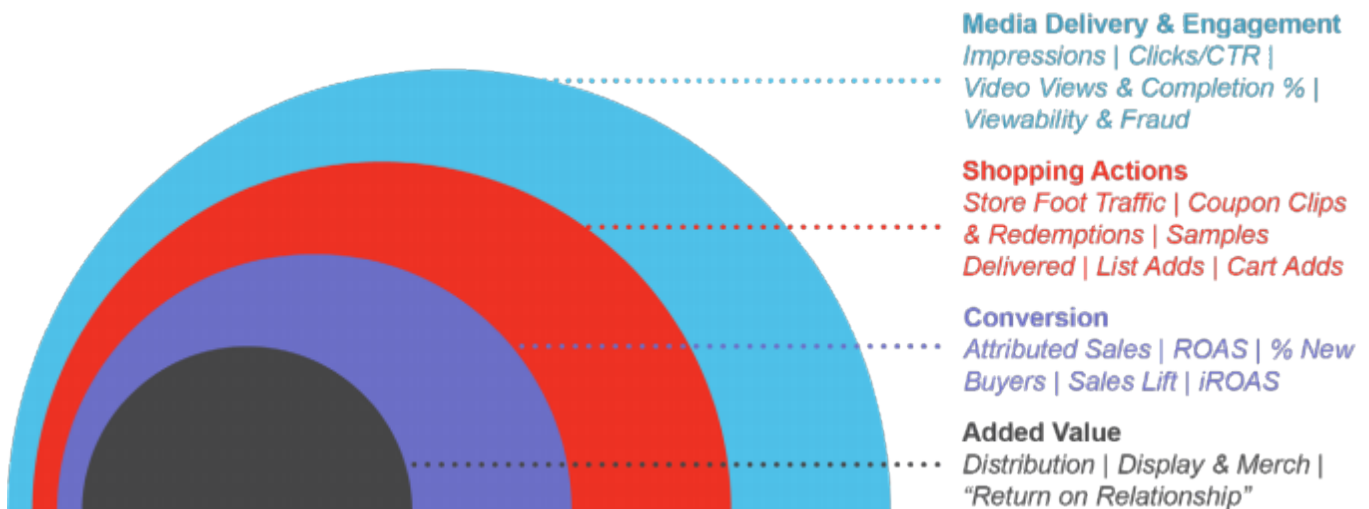


Source: Google

RETAIL MEDIA BUYER'S GUIDE

In this new view of the consumer funnel, retail media networks squarely support exposure, exploration, and evaluation modes of consumer shopping behavior providing branding, consideration, and final decision making, squarely meeting the needs of the digital customer journey. By taking a holistic approach to retail media planning and prioritizing business outcomes, brands can achieve higher-level business goals, including sales growth, household penetration, new customer acquisition, contribution margin/profitability, and category/market share growth. This approach will enable brands to reach customers where they are in their journey, driving greater engagement and ultimately improving performance against their KPIs or objectives.

Levels of Retail Media Evaluation



Source: MARS Agency, 2022 A Quick Look At Retail Media Measurement

As more suppliers move to full-funnel planning for their brands, it is more important than ever to start with the preferred business outcome, then move into retailer prioritization, budgeting, and tactical planning against individual KPIs. Brands will then see their media “perform” in a myriad of ways that support the needs of the business, reaching customers where they are in their journey.

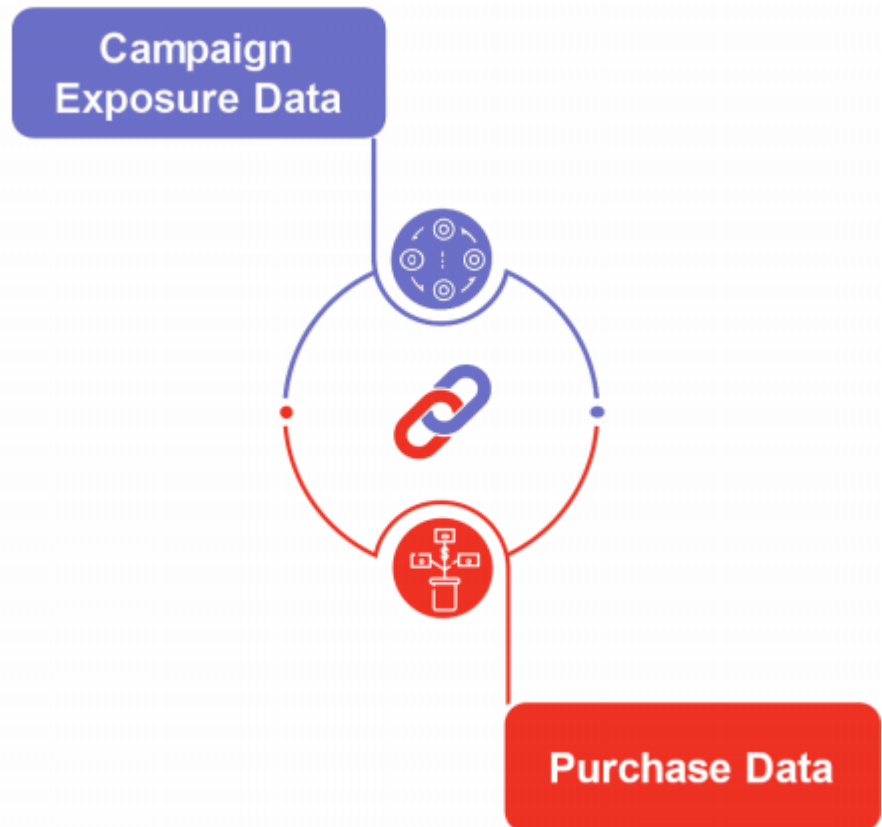
Retail media provides a unique opportunity for closed-loop measurement as it enables

advertisers to connect the dots between ad exposure and sales. By leveraging first-party data and tracking sales data across all channels, including in-store and online, retail media networks can provide advertisers with a more complete view of the customer journey and the impact of their advertising efforts.

Retail media networks use various attribution models, such as last-touch, multi-touch, and assisted

sales, to assign credit to different touchpoints along the customer

journey. Additionally, retailers often have access to data on in-store

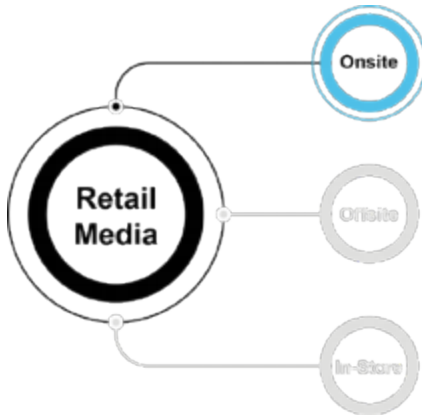


For instance, a beauty retailer may use closed-loop measurement to analyze the impact of its sponsored listings, email campaigns, and site placements on sales of a new line of skincare products. By tracking sales at the SKU level and using a 14-day click lookback window, the retailer can determine which channels are driving the most conversions and allocate its marketing budget accordingly.

Another example of the value of closed-loop measurement in retail media is assessing assisted sales, which looks at ad interactions that may have helped drive a sale even if those ad interactions don't receive explicit attribution credit. This technique provides a more holistic view of the consumer journey and allows advertisers to better understand which types of ad interactions are contributing to driving sales, regardless of the attribution rules of a given retail media network.

Overall, retail media provides a robust closed-loop measurement solution for advertisers seeking to maximize the effectiveness of their marketing spend. By leveraging first-party data, attribution models, and targeted ad formats, retail media networks can provide advertisers with a complete view of the customer journey and enable them to optimize their marketing investments accordingly.

2.4 Onsite



Source: IAB Introduction to Retail Media Course, 2023

Onsite retail media refers to advertising placements and formats that appear on a retailer's website or app. Advertising found on retailer.com is intended to connect with shoppers, and ensure they connect with the paid brand, while in a shopping state-of-mind. It is an opportunity for that brand to showcase its product set, how to use it, and demonstrate how it fits into the shopper's lifestyle and needs. Onsite advertising can consist of both endemic and non-endemic advertisers. One of the key benefits for retailers in leveraging onsite ads, is their ability to keep the shopper on their website. Generally speaking these ads click internally, but in some cases they can link externally for non-endemic advertisers. This is up to the discretion of the retailer to determine.

There are several different ad formats that can be used in onsite retail media, including:

- **Sponsored Products:** These are product listings that appear prominently in search results and product pages.
- **Sponsored Brands:** These are banner ads that feature a brand logo and showcase several products, often appearing at the top of search results.
- **Display Ads:** These are banner ads that appear on various pages of the website or app, such as the
- **Video Ads:** These are short video ads that can be played before, during, or after a video on the website or app.

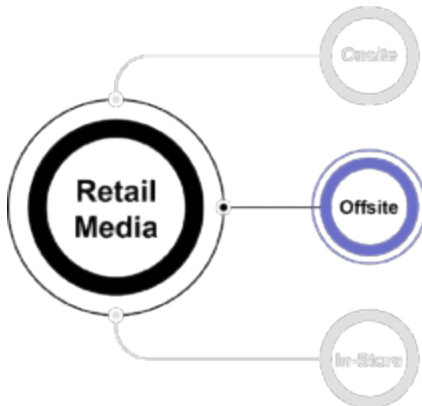
When approaching audience strategy and media planning for onsite retail media, brands should consider their target audience, their purchase intent, and the stage of the customer journey. It's important to understand the specific customer behaviors and preferences within the e-commerce platform, and tailor the ad format and messaging accordingly.

For example, a brand selling running shoes might target people who have previously purchased workout clothes on an e-commerce platform. They may choose to use sponsored products or display ads, and highlight the key features of their shoes, such as breathability or durability.

Another example could be a consumer-packaged goods (CPG) brand targeting families with young children who often purchase snacks online. The brand may opt for sponsored brands or display ads and focus on the convenience and health benefits of their snack products.

A successful onsite retail media campaign should be both targeted and creative, with messaging and visuals that resonate with the audience. Brands should also track and analyze their campaign performance to optimize their media planning and improve their return on investment.

2.5 Offsite



Source: IAB Introduction to Retail Media Course, 2023

Onsite retail media is highly valuable as it meets the consumer in a key moment of active and/or last-mile shopping behavior. However, offsite media complements by expanding the reach of a retailer's audience across search, social, display, CTV, and other engaging formats. By leveraging a retail media network's first-party data,

offsite media can help brands scale campaigns, drive awareness, and reach new households.

While opportunities onsite are restricted by available ad space

and shopper page visits, offsite media allows brands to scale their campaigns and reach new audiences. By incorporating third-party data available in many data marketplaces, advertisers can target their category to increase share and run conquering campaigns against competitors to further increase wallet share.

It is important to note, however, that it may be a fallacy to fully credit onsite media with every outcome.

Brands need to leverage other impression opportunities across the media mix, considering the full scope of consumer "time spent." By investing in media across a wide range of offsite channels, advertisers can better reach target audiences and measure retail outcomes.

Offsite media includes any digital property not owned and operated by the retailer, such as web, app, display, social, CTV, audio, digital video, DOOH, and in-game. Brands that execute media campaigns

through a retail media network's offsite offering are leveraging the retailer's first-party data for targeting and omnichannel closed-loop measurement. Offsite media is often bought through a third-party platform or partner of the retailer.

In conclusion, the power of retail media is rooted in leveraging retailer first-party data for targeting and omnichannel closed-loop measurement. However, where the brand's message media is being delivered is

critical as well. Brands must meet consumers where they are, and that won't always be retailer websites or owned inventory. All brands who buy media through retail media networks may need to incorporate offsite into their strategy, especially for driving awareness of new brands and showcasing availability. Offsite allows brands to direct buyers to the retail channels that are most profitable and important to them.

2.6 In-Store



Source: IAB Introduction to Retail Media Course, 2023

In-store retail media refers to the advertising and promotional

content that is displayed within a physical retail environment, such as product displays, signage, video screens, and other forms of

marketing collateral. The opportunity in in-store retail media lies in the ability to reach shoppers at the point of purchase, when they are actively engaged in the shopping experience and making decisions about which products to buy.

Some of the benefits of in-store retail media include:

- Targeted Advertising: In-store retail media allows advertisers to target specific demographics.
- High Visibility: In-store retail media is highly visible and is in close proximity to the products being advertised, making shoppers more inclined to purchase those products. In-store retail media is highly visible and is in close proximity to the products being advertised, making shoppers more inclined to purchase those products.
- Increased Sales: In-store retail media can help increase sales by promoting products that might otherwise go unnoticed, or by encouraging customers to try new products.
- Data-Driven Insights: In-store retail media can provide valuable insights into consumer behavior, such as which products are most popular and which marketing messages resonate best with shoppers.

Overall, the opportunity in in-store retail media lies in its ability to connect with shoppers at the point of purchase, drive sales, and provide valuable insights into consumer behavior. As technology continues to evolve, the use of in-store retail media is likely to become even more sophisticated, with the ability to personalize advertising messages and track customer behavior in realtime.

- **In-Store:** Any digital media (audio, visual or mobile app) that takes place within the walls, or upon entering, a physical retail location.
 - **Offline (In-Store):** There are many tactics that are activated at shelf or in-store that are not served digitally (i.e. in store physical displays, signage, or if the retailer's circular is made available for in-store consumption). Typically, these tactics are not placed by the media agency (but they can be),

- **Digital (In-Store):** In-store digital media, audio, and display tactics can be activated on or off a shopper's device and are served within the physical store. The ads that reach the shopper directly in-store usually occur on their mobile device, i.e. a push notification or can be accessed by a separate device in-store like department specific digital screens, digital shelf-talkers, or screens at self-checkout. (Ads that target shoppers on their mobile devices can also be considered onsite media when the shopper is using the retailer's mobile app) Also, there are third-party shopping apps that reach the shopper while they are in the physical store and encourage engagement in-aisle with the products or a post-purchase receipt redemption.

- Digital audio can run throughout the day within the retailer venue with multiple ads running in rotation
- Push-notifications can be triggered upon entry to the physical store, driving to a specific aisle or display
- Screens throughout the physical store (i.e. store entry, cooler surfaces, smart carts, shelf tags, menu boards, interactive kiosks, pharmacy, self-checkout), can inform, engage, and educate shoppers with visual or video ads which highlight brand messaging and relevant promotions

proximity of a retailer. This channel offers the benefits of traditional digital video media with the unique ability to drive awareness and purchase intent just before a consumer goes inside of a retail store. On The Go Video offers brands both scale and data-driven audience-based buying

- **Digital Out-of-Home (DOOH):** Refers to digital media that is not served on the shopper's personal device (i.e. parking lot signage, gas pump, or charging stations near the spots for 'buy online/pick up in-store') but is part of, or relates to, the shopping experience. This medium may be sight, sound, and motion. Similar to in-store, this happens in/around the retailer, but not in the retail location itself, like media in front of or on the way to physical locations (i.e. large format DOOH that you see while driving on a major highway), or can be more place-based near retail locations (i.e. a screen outside of a grocery store, bar, restaurant, or throughout a mall). This channel is also more

2.7 The Endemic and Non-Endemic Spectrum

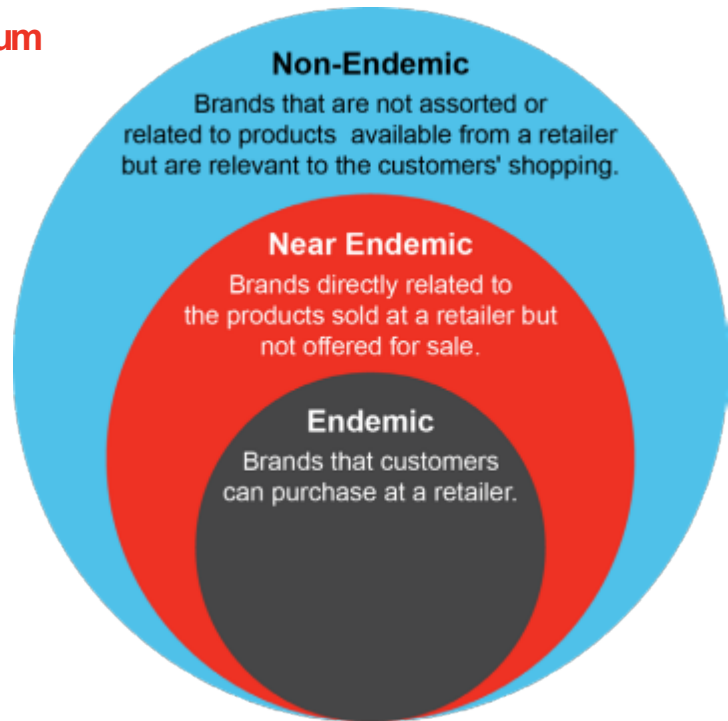
Retail media has come to life primarily through driving measurable results for brands that assort their products or services at a particular retailer. These advertisers are defined as endemic since their products can be found within a retailer (e.g. Samsung advertising TVs at Best Buy). Customers expect to see messaging from these brands and it integrates into their overall shopping experience.

More and more, retail media is starting to become a testing area for brands that are not assorted by a retailer. These brands are considered non-endemic, or a brand not normally found at a retailer. (e.g. State Farm Insurance). A non-endemic brand is looking to connect with the audience a retailer cultivates or may be leveraging their own first-party data to identify customers as they shop other sites. Non-endemic brands can buy ads in limited placements on a retail site and can also leverage retailer data offsite to create campaigns targeting relevant segments to them.

As these brands look at retail media, the availability of activations will be directly related to where they fall on the spectrum of customer relevancy. Retailers are continuing to experiment with what brands make sense to their customers. Brands that complement an endemic product can be referred to as near-endemic, products or services directly related to the products a retailer offers and have a wider set of options for on and off site advertising.

Non-endemic brands that are relevant to customers but not the retailer are often only allowed in limited, below the fold, onsite placements or leveraging data offsite.

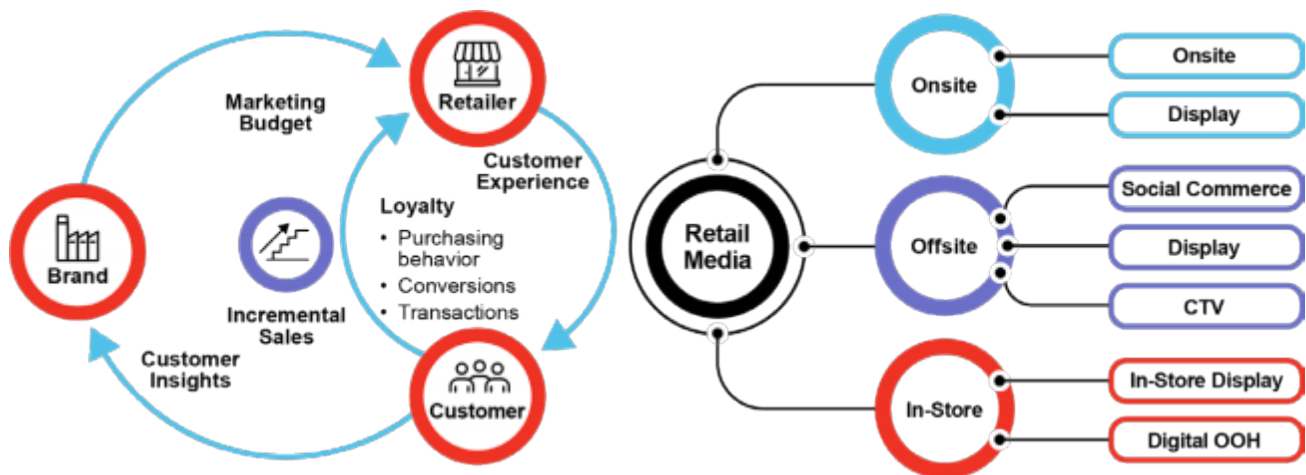
For media networks that consist of outside retail, these players have an opportunity to speak to their



customers (audience) with high-performing placements. These advertising opportunities can be omnichannel offerings that are available throughout the path to purchase that provide customers with relevant messages or services across their journey.

2.8 Unifying the Online and Offline Experience With Retail Media

The Relationship Between Brand, Retailer, and Customers in an Advertising Context



Source: *Riding the Retail Media Wave*, Accenture, 2022

Retail media is an essential component of modern-day advertising, and it has become increasingly important to create a seamless and cohesive shopping experience for customers both online and offline. The interplay between offsite and onsite retail media tactics is critical in creating the flywheel that fuels its success. By leveraging data and technology, retail media can help retailers drive qualified traffic to their sites, increase pageviews and revenue, and ultimately fund tactics to strengthen their market position.

However, retail media planning is often siloed based on the channel being used to execute the media spend, such as social media or programmatic advertising. In reality, offsite and in-store channels are part of the overall retail media strategy and should be planned based on achieving objectives within the context of one or more retailers. Therefore, when planning retail media investment, it's essential to focus less on specific channels and more on the retail media objective, such as conversion, consideration, or awareness, within the context of a given retailer.

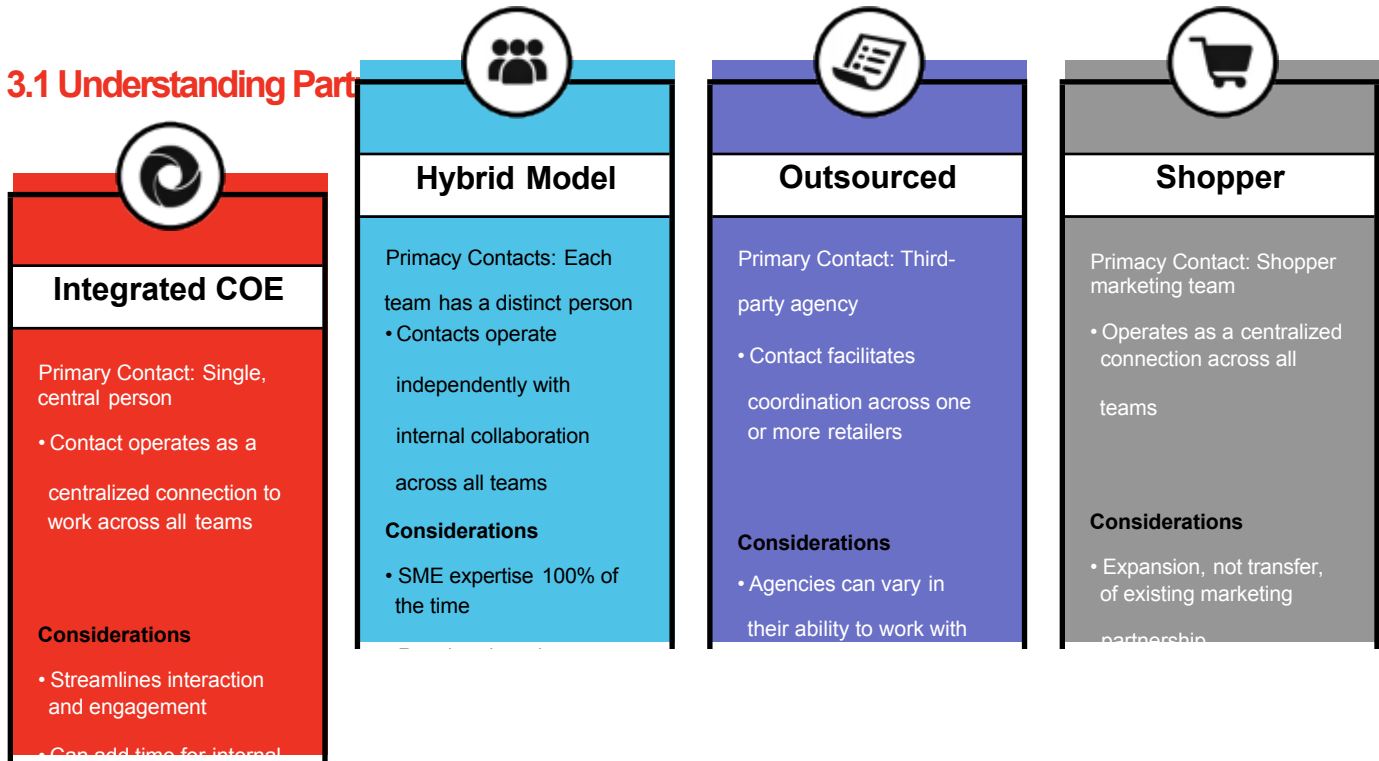
Retail media networks can offer buyers a wide array of media activation tactics across multiple channels, such as search, social, video, CTV, and programmatic advertising. Each of these channels can be used to achieve different objectives. To drive the best performance possible with a retail media network, media planning should align with specific goals and not be limited by how specific channels are planned with brand marketing dollars.

In-store digital tactics enable another form of activation for the media planner, and it should be leveraged to increase in-store share of voice at the brick and mortar point of purchase. Fluidity within your planning and budgeting process is crucial to realize this kind of strategy, but it can help maximize your retail media investment in the long run.

In conclusion, the power of unified retail media strategies lies in leveraging data and technology to create a seamless shopping experience for customers. By breaking down silos, focusing on objectives, and leveraging multiple channels, retailers can increase traffic, revenue, and market position.

3. fostering Collaboration

Collaboration between retailers, brands, and agencies is crucial for successful retail media strategies. The objective is to shift from mere information sharing between teams towards cohesive execution across the entire planning funnel.



Source: IAB Introduction to Retail Media Course, 2023

In order to do this effectively, stakeholder mapping and transparent conversations are essential to ensure seamless media partnerships between brands, retailers, and agencies.

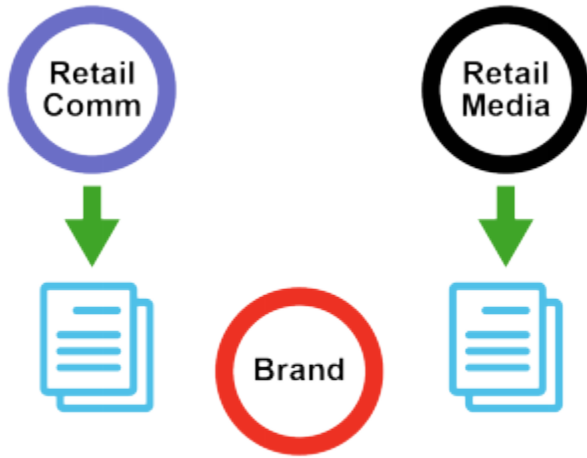
3.2 Joint Business Plan Negotiations

A joint business plan (JBP) is the collaborative process of planning between a retailer and a supplier in which both companies agree on short-term and long-term objectives, financial goals, growth, and shared business initiatives for profitability. JBPs cover a wide-range of relationships in the retail media and media ecosystem; we typically see them between brands and retailers, brands and publishers, retailer and publishers with agencies typically playing an intermediary role. For example, brands no longer must take an either-or approach to retail and social media as companies in both categories have forged deals, such as Dollar General's DGMN media network partnership with Meta that includes campaign and creative services and attributable measurement.

Depending on the size of the annual commitment, many brands have individual JBPs or strategic partnerships with their largest retail partners to strengthen the relationship between a brand and a retailer and show a mutual commitment to driving growth and value. As retail media accelerates, agencies and retail partners have ventured to create agency wide partnerships or rate cards to bring the additional benefit of holistic spending to their clients. For JBPs to be meaningful, they should be co-created with the brand/agency based on objectives and priorities on both sides. This is a time to align on overall budget commitment with specificity around investment, allocation, and rates, highlight unlocks and added value, partnering in continued education in the space and innovative opportunities. Brands should work in collaboration with their agencies before approaching direct conversations about budget commitments, so that media-related specifics can be negotiated at the same time for maximum leverage. This is increasingly important as more offsite offerings need to be negotiated and become a part of a brand's holistic digital buy. Agency-level partnerships also give the opportunity for RMNs to be more inclusive and attainable for brands with smaller budgets and non-endemic brands.

Types of Joint Business Plans

Holistic

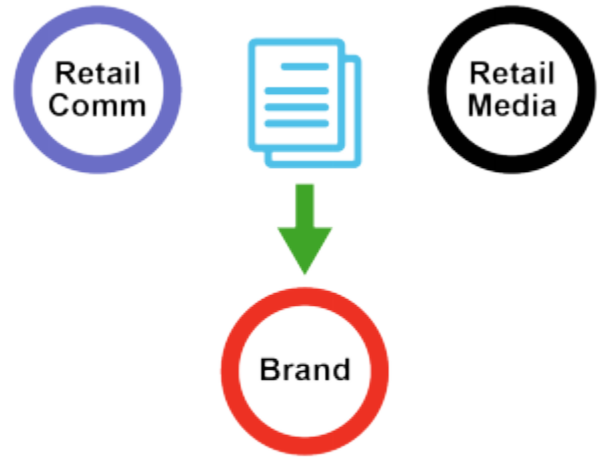


Separate BPs between the retailer's commercial and media teams and the brand.

Benefit: The media team signs a JBP with a CPG's CMO, which includes a multi-year incentivization program unlocking bigger discounts on media the more they spend.

Source: *ExchangeWire.com - Unlocking the True Revenue Potential of Retail Media*

Media Led



Unified trade and media JBPs, providing clear incentives for brands to grow their spending in both areas.

Benefit: Allows brands to optimize spend across the entirety of the funnel and allocate dollars where they're needed most.

3.3 Changing Dynamics and Collaboration Across Retailers, Brands, and Agencies

To provide the greatest value, organizations should ensure both channel/trade marketing and media planning efforts are aligned and working together to avoid duplication or commitments being made out of sync. This can be achieved through joint planning sessions across the various marketing and sales channels within your organization or client organization to better understand all the potential activity that could be happening at a given time and that all efforts compliment each other. Holistic business objectives should be determined together to help allocate investment levels to drive toward shared goals and to get the most efficient use

of marketing spend. Measurement strategies play a role here as well, ensuring that they ladder back to the holistic business objectives and performance can be measured in all levels of activity across the funnel.

Breaking down silos will create better partnerships with the retailers and allow organizations to spend more holistically, unlocking additional value and support. Negotiating with trade, brand, and agency budgets combined increases the ability to unlock special services or added value activities tied to spend level, such as advanced reporting, testing opportunities, rate efficiencies, and other benefits.

Additionally, successful retail media buying relies on understanding the shopper path in order to optimize campaigns and capture the consumer at the right time. Leveraging consumer insights from trade marketing teams can be invaluable for helping to better understand consumer behavior such as which channels and retailers are most important. As RMN capabilities and product offerings continue to expand, agencies and RMNs need to have closer connectivity. Together, they should look to build shared learning agendas (both from the past and for the future), spend time collaborating and learn from each other, and adding value to one another. In addition to client-led JBPs, agency partnerships with RMNs will become more prominent, negotiating value and rate unlocks across clients and helping to drive mutually beneficial exposure.

Part of that exposure should come in the form of training and certification on the RMN platforms and media opportunities, especially as the opportunities shift to self-service.

Agencies and RMNs have a unique dynamic given that many clients are contracting with RMNs directly on a commercial basis and the relationship with these retailers extends beyond a media relationship. Agencies and RMNs must continue to develop strong partnerships and have closer connectivity, especially as retail offerings continue to evolve. Together, they should create shared learning agendas, spend time collaborating and learning from one another, and fostering open dialogue. There is also an opportunity for non-endemic brands and RMNs to develop relationships as they may not have historically existed.

Agencies offer a holistic view to the retail ecosystem, bringing industry knowledge and best practices

across media platforms and channels and can be a good testing and development partner for RMNs. With the proliferation of platforms and channels, RMNs and ecommerce exchanges should look to create training and certification programs for media agencies and ensure that their RMN sales teams are well versed in the media business.

As retail media expands to more offsite offerings, the lines are blurred between retail and brand (or national) media, and agencies and RMNs need to breakdown silos to be more fluid, flexible, and collaborative. With that collaboration and the continued expansion of offsite offerings, it's increasingly important for agencies to include retail media in a brand's holistic media plan; and with the fluidity of brand to retail dollars, retailers need to continue to align with traditional publisher best practices and terms and conditions/guidelines.



3.4 Retail Media Briefing Process

Retail media should be briefed both as an individual touchpoint within an overarching brand planning process and also as a driver of commercial and retail strategy. This may happen on an annual, seasonal, or campaign-by-campaign basis. Knowing the retailer media planning timeline will be key to receiving the brief enough in advance to hit launch dates.

No need to worry if you aren't receiving many brand inputs as this process and documentation will vary by brand and advertiser, but here are some types of documents and inputs to be on the lookout for, for retail:

Brand Brief

- Annual priorities and objectives, and the big idea
- Brand positioning, target audience, and success criteria
- Business objectives and channel expectations

Campaign Brief

- Primary objective and featured brands and products Fulfillment methods
- Campaign duration, offers, language, and SKUs

Retailer Brief

- Product category and program overview
- SKU/item list, fulfillment methods, program dates
- Budget allocation, audience targeting, driving KPI
- Priority tactics/placements and flighting considerations
- Messaging and creative strategy

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/667102015045006055>