



1

Understand Retail Media's Value

Retail Media is revolutionizing how brands connect with consumers by merging commerce and advertising at critical stages of the buying journey. Here's why it's so powerful:



Sales Driver

Retail Media drives purchase decisions by reaching consumers where they're already shopping—online or in-store.

- High Intent - Ads reach shoppers ready to buy (e.g., product pages).
- Incremental Sales - Up to 84% of Retail Media Network sales are new, not just shifting existing purchases.
- Prime Placement - Top 3 online ad spots drive 75% of clicks.
- Omnichannel Impact - Influences both online and in-store buying across all touchpoints.



Data Sources

Retail Media Networks provide rich, privacy-safe insights using first-party data from loyalty programs, purchases, and digital behavior.

- Purchase Data - See what was bought, how often, and at what price.
- Real-Time Optimization - Adjust campaigns instantly for goals like ROAS or NTB.
- Smart Targeting - Build audiences from buying habits and demographics.
- Closed-Loop Results - Link ad exposure to real-world sales.



Consumer Touchpoints

Retail Media connects marketing and commerce, reaching customers throughout the purchase journey.

- Omnichannel reach - 53% research online before visiting stores.
- Product Discovery - Discover products online, and buy later in stores.
- Seamless Path to Purchase - Retail Media shortens the gap between inspiration and action—turning engagement into measurable outcomes.

Sources: Instacart Retail Media Insights, 2024; Loblaw Shopper Survey, May 2024

2

Be Clear on Business Goals

Retail Media is most powerful when campaigns are aligned with clear business outcomes. Begin with the end goal in mind—this ensures your strategy, targeting, creative, and measurement all work together to deliver impact.



Goal: Increase Brand and Product Awareness

Reach consumers where the buying decision happens - on-site, in-store or social

Key Metrics:

- Brand Equity Change (e.g. Brand lift studies)
- Impressions & Reach



Goal: Acquire New-to-Brand Customers

Leverage loyalty and purchase data to find new shoppers. Enable precise targeting and direct conversion paths.

Key Metrics:

- Cost per New-to-Brand (NTB)
- First-time buyer purchases



Goal: Grow Sales and Share

Drive more online and in-store purchases, especially on retailer's platform or store.

Key Metrics:

- eCommerce Sales Growth
- Growth Segmented by SKU, basket size or repeat purchase behaviour



Goal: Drive Loyalty and Repeat Purchase

Use behavioural signals to re-engage lapsed customers with dynamic creatives and multi-channel activation.

Key Metrics:

- Repeat purchase
- Customer Lifetime Value

3

Choose the Right Channel

Retail Media works best when your campaign appears across multiple environments that guide shoppers from awareness to purchase.

Use a blend of channels to maximize impact:

Onsite

Retailer's Digital Properties

- Sponsored Search, Product carousels, banners
- **Reaches high-intent shoppers** already browsing or searching

Offsite

Open web, social, search, video

- Display, programmatic, connected TV, paid social and paid search
- Expand reach beyond retailer's ecosystem **to bring customers in**

In-Store

Physical Retail Media

- Digital signage, audio, product sampling, shelf ads
- Influence **real-time, in-store decisions**



Campaigns using all **3 touchpoints** for at least **5 weeks** saw the best results.

Sources: Loblaw Advance Campaign Data 1H 2024

4

Build Strategic Audiences

Retail Media shines by using 1st-party shopper data to build precise, privacy-safe targeting strategies.



Off-the-Shelf

- Pre-built segments
- Fast, efficient, and budget-friendly
- Best for awareness and broad reach
- Examples - organic snack buyers



Custom

- Tailored to campaign needs
- Balanced scale and specificity
- Ideal for performance-focused campaigns
- Examples - new parents who bought diapers in last 30 days



Bespoke

- Fully personalized and built using advanced analytics
- Targets based on SKU, recency, frequency, brand loyalty, churn risk
- Highest impact, premium investment
- Examples - Lapsed buyers, new-to-category shoppers

5

Creative = Shopper Experience

Retail Media creative should do more than grab attention - it should drive action at every point in the shopper journey.

Effective Creative is:



Informative

Highlight key benefits, pricing or promotions



Shoppable

Direct path to purchase with clear CTA - "Buy Now", "Add to Cart"



Consistent

Align messaging across onsite, offsite and in-store channels



Creative Best Practices

- Use product images with strong contrast and legibility
- Tailor content to audience segments (e.g., new vs. loyal buyers)
- Highlight price or value messaging for bottom-funnel ads
- Repurpose video or social assets for use in RMNs when possible

6

Measure, Learn and Optimize

One of Retail Media's biggest strengths is **closed-loop measurement** - you can tie exposure directly to sales outcomes.

Match Metrics to your Objectives:



Optimization Tactics

- Adjust budget toward top-performing SKUs or audiences
- Refresh creative based on engagement or conversion drop-offs
- Extend winning campaigns to other channels or regions



Advanced Measurement

- Use Test & Learn or A/B approaches
- Ask about brand lift, NTB, and incrementality studies from RMNs

IAB Canada members with a focus on Retail Media



AIR MILES

amazon ads

CONNECTED INTERACTIVE

ebay

ENVIRONICS ANALYTICS

THE HOME DEPOT

Google

instacart

IKEA

kijiji

Loblaw Advance

MiQ

mpls

ROGERS MEDIA

STINGRAY ADVERTISING

theTradeDesk

Triangle Retail media

Walmart Connect

YouTube

This guide was developed in collaboration with the following IAB Canada members:

- Danyal Syed, Head of Consumer and Customer Insights, Ikea
- James Armstrong, Senior Director, Measurement, Loblaw Advance
- Jonathan Dunn, Senior Director, Data Collaboration
- Kent Pawziuk, Principal Sales Executive, Instacart
- Melissa Savage, Director, Media Strategy, Air Miles / Lead, Retail Media Centre of Excellence, IAB Canada