







## **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**

engagement into measurable outcomes.

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 gab between inspiration and action—turning
- Sources: Instacart Retail Media Insights, 2024; Loblaw Shopper Survey, May 2024



## **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.



## decision happens - on-site, instore or social

**Goal: Increase Brand and** 

**Product Awareness** 

**Key Metrics:** 

Reach consumers where the the buying

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

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- **Goal: Grow Sales and Share**
- Drive more online and in-store purchases,



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### Goal: Acquire New-to-Brand Customers Leverage loyalty and purchase data to find

new shoppers. Enable precise targeting and

• First-time buyer purchases



especially on retailer's platform or store. **Key Metrics:** 

### 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 multichannel activation. **Kev Metrics:** 

## Repeat purchase

**Key Metrics:** 

• Customer Lifetime Value



# **Choose the Right Channel**

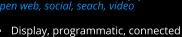
Retail Media works best when your campaign appears across multiple environments that guide shoppers from awareness to purchase. Use a blend of channels to maximize impact:



Retailer's Digital Properties

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





Expand reach beyond retailer's ecosystem to bring customers in

TV, paid social and paid search



Digital signage, audio, product sampling, shelf ads

Influence real-time, in-store decisions



Sources: Loblaw Advance Campaign Data 1H 2024

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



Off-the-Shelf

## **Build Strategic Audiences**



### Pre-built segments Fast, efficient, and budget-friendly

- Best for awareness and broad reach Examples - organic snack buyers



Ideal for performance-focused

diapers in last 30 days

- campaigns Examples - new parents who bought
- Bespoke Fully personalized and built using advanced analytics
  - frequency, brand loyalty, churn risk Highest impact, premium investment

Targets based on SKU, recency,

Examples - Lapsed buyers, new-tocategory shoppers



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

**Creative = Shopper Experience** 

**Effective Creative is: Creative Best Practices** 

### **Informative** Highlight key benefits, pricing or promotions



## **Shoppable**

Consistent Align messaging across onsite, offsite and in-store channels



### 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



### **Match Metrics to your Objectives: Optimization Tactics**

Measure, Learn and Optimize

Adjust budget toward top-performing SKUs or audiences Impressions, Reach, Refresh creative based on engagement or conversion Awareness •

## **Brand Lift**

Cost per NTB ROAS, Sales Growth • Incremental Sales Repeat Rate, Loyalty • Lifetime Value

New-to-Brand Acquisition



**Advanced Measurement** 

Extend winning campaigns to other channels or regions

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

# IAB Canada members with a focus on Retail Media

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MEDIA

**ROGERS** 





amazon ads





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