

Retail Media Day of Learning

August 11th, 2022



Thank you for joining our inaugural IAB Day of Learning on Retail Media! We hope you increased your knowledge and understanding of the Retail Media space and can apply these learnings in your current projects. Our two panel discussions addressed a variety of key conversations currently in the Retail Media space, and we've captured some key takeaways from them below.

Retail Media Strategy & Planning

- Brands and Agencies should have a clear quarterly/annual/bi-annual plan and strategic foundation so that Agency teams partnering w/ Retail Media Networks (RMNs) can get to market with speed and pivot with agility
- Understand what 1st Party Data you have access to and recognize that there is likely a need and value to enrich it with 3rd Party Data
- Zero Party Data also plays a role in amplifying your initiatives on Retail Media Networks
- Clean Rooms provide the ability to layer together your various data sources with retail data to unlock insights into how/where your target audience is engaging with your brand
- Develop a strategy for your data & Clean Room, ensuring effective communication and collaboration with your partners, and have an appropriate data science team to execute your Clean Room data strategy



[Jonathan Lustig](#)



[Christopher Feo](#)



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[Amie Owen](#)



Retail Media Measurement & Optimization

- There is a need to measure incrementality in a cohesive way to ensure that the impact of exposure at various points in the customer journey is attributed at the final sale
- From a Brand and Agency perspective, Viewability is a vital component to measuring incrementality and it needs to be standardized in RMNs to the same degree it is in standard media networks – if the ad is not viewable, it is not valuable
- Measuring campaign success is determined by the goals and objectives, which must clearly be outlined in the planning process, so that the campaign can be designed to achieve those goals
- The customer data that RMNs have access to offers unique ways to measure the success of a campaign – i.e., Share of Wallet, New Shoppers, Repeat Brand Shoppers, etc.
- RMNs offer the ability to directly measure against sales at a POS vs. a pixelated order form, and can afford better reporting metrics to optimize against
- There is work to be done to normalize measurement standards across RMNs in Viewability and ROAS
- Brands and Agencies need to ask their RMNs – are non-viewable impressions getting attribution for sales that are being reported?



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Panel Moderator

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