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THE RISE OF RETAIL MEDIA:

UNLOCKING NEW RETAIL REVENUE STREAMS

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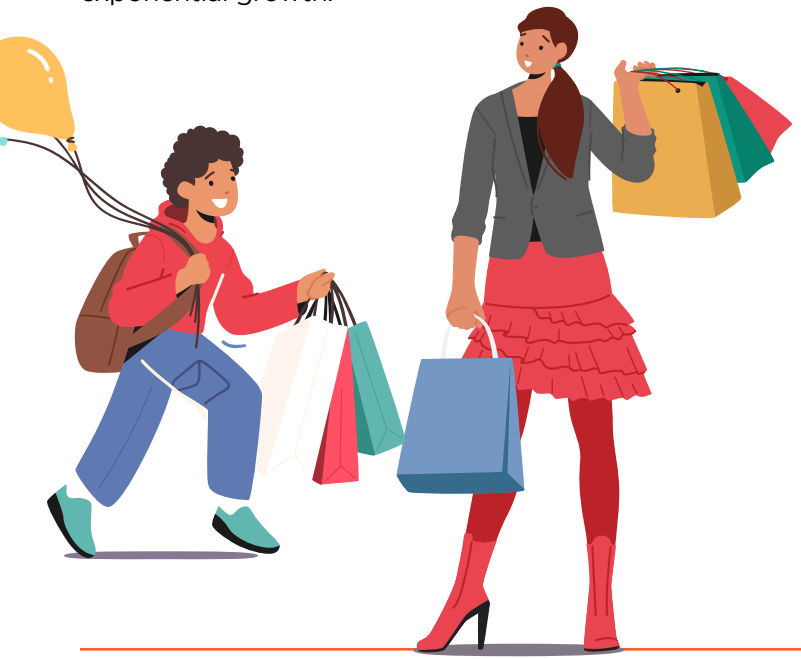
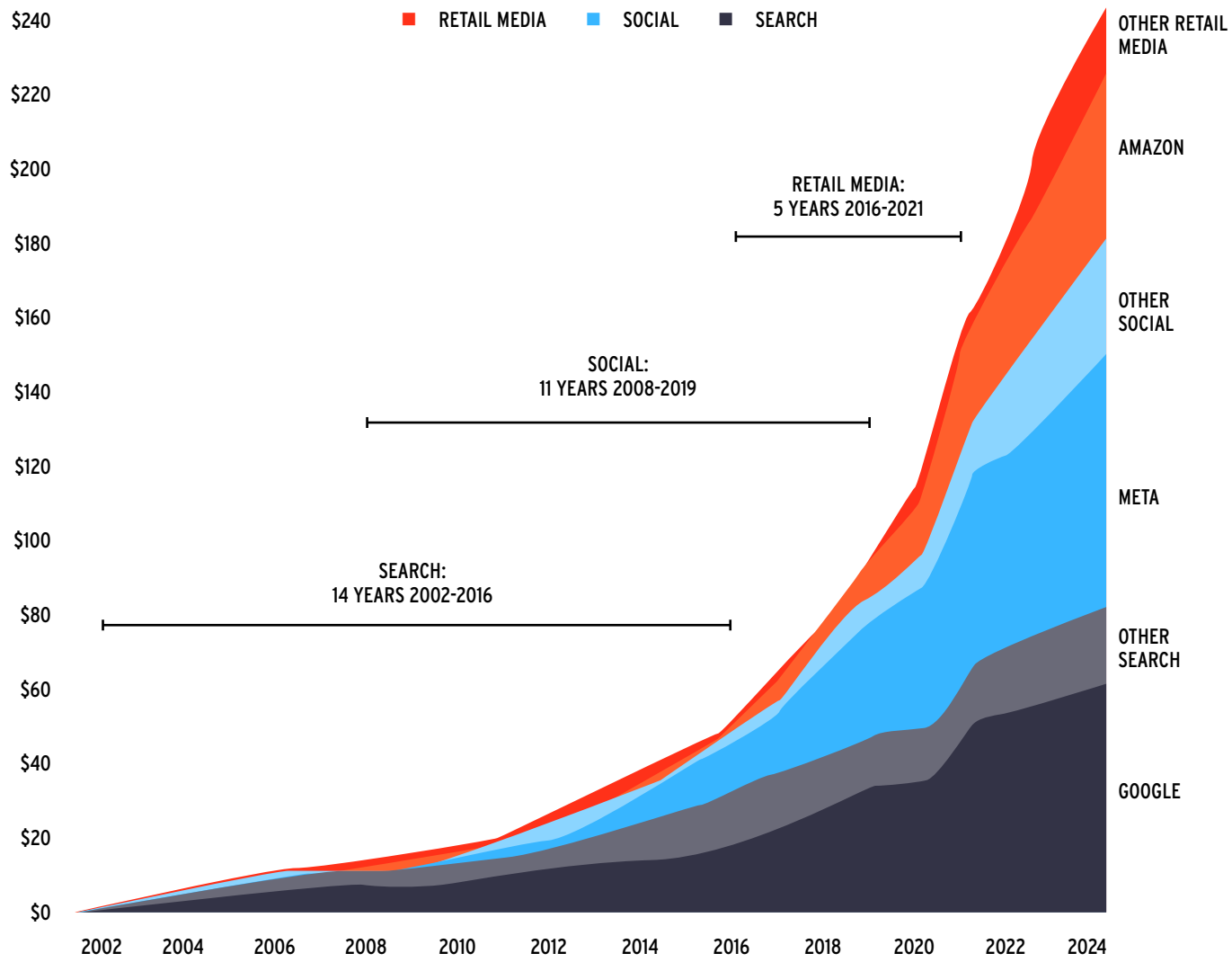
THE EVOLVING RETAIL MEDIA LANDSCAPE

As Tides Shift, Opportunities Open Up

Are you ready for the next big wave of advertising where you can ride profits all the way to golden shores? That's the question retailers and brands are now asking themselves. eMarketer[1] has coined retail media as the "3rd Wave of Digital Advertising", highlighting its exponential growth.



YEARS FOR SEARCH, SOCIAL AND RETAIL MEDIA ADVERTISING MARKETS TO GROW FROM $1BILLION TO OVER $30 BILLION

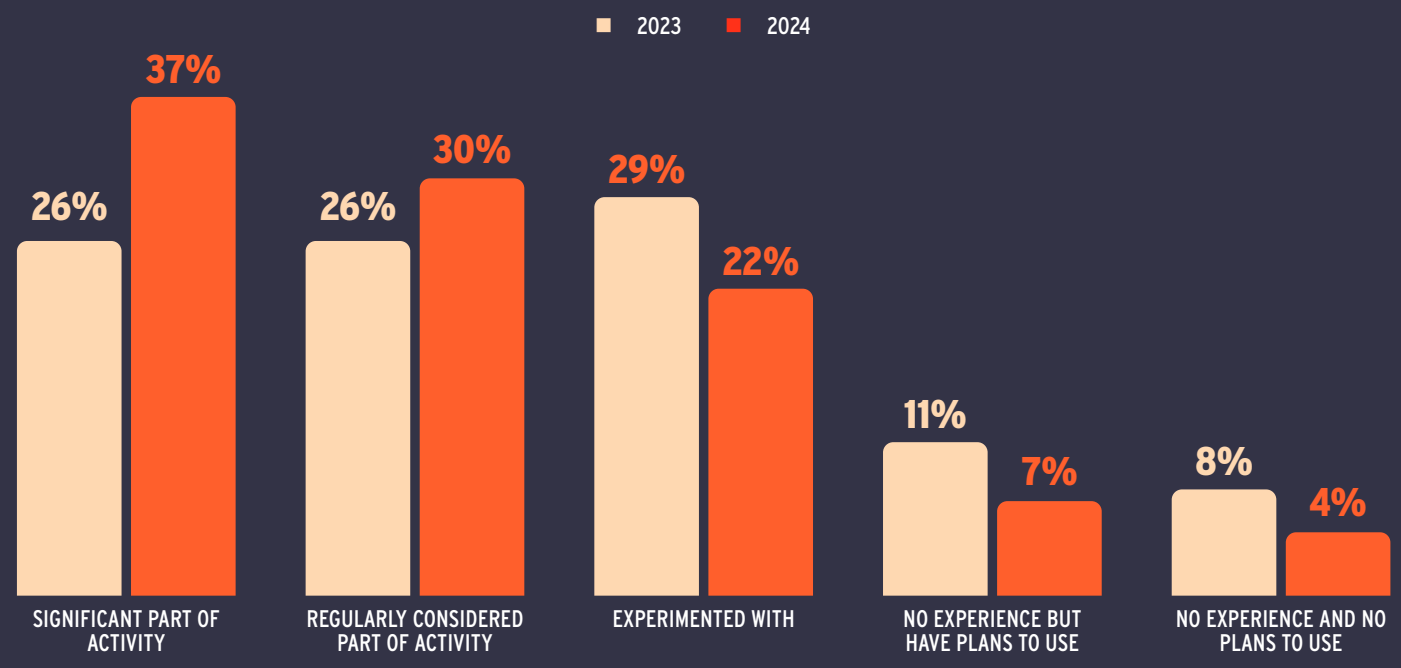


Source: eMarketer

Although retailers and brands are increasingly adopting retail media strategies, many are just beginning their retail media journey. The IAB Australia Retail Media State of the Nation 2024 Report[2] shows that in 2023, 29% of respondents were experimenting with retail media. In 2024, that figure drops to 22%. At the same time, respondents citing that retail media is regularly considered or is a significant part of their activity increased dramatically from 52% in 2023 to 67% in 2024. This data suggests that respondents are moving out of the experimentation phase and are now integrating retail media into their broader marketing strategies.

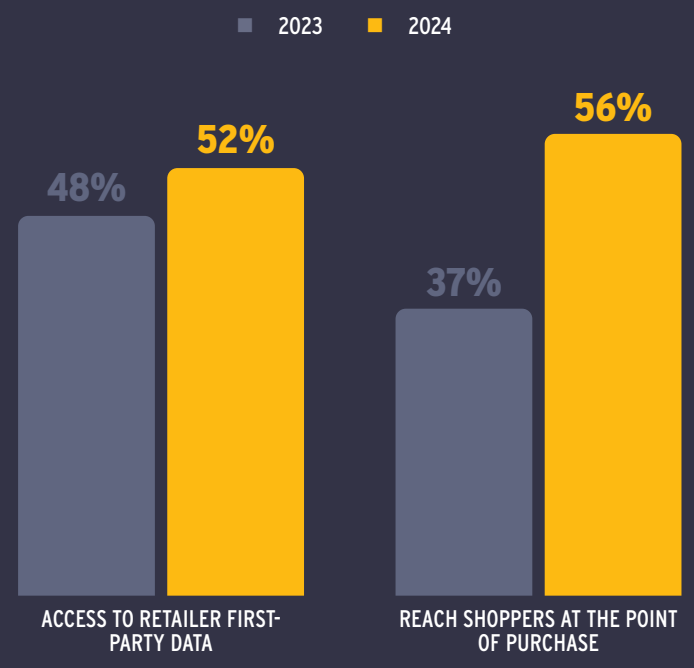
What do brands hope to gain by partnering with retailers on a retail media strategy? Comparing the IAB's 2023 and 2024 data sets, reaching shoppers at the point of purchase is now the number one reason, jumping from 37% in 2023 to 56% in 2024.

EXPERIENCE USING RETAIL MEDIA AMONGST AGENCIES AND ADVERTISERS



Source: IAB

KEY OPPORTUNITIES OF PARTNERING WITH RETAILERS AMONGST RETAIL MEDIA ADVERTISERS



Source: IAB

At the same time, there is a continuing trend of Australian shoppers' returning to in-store shopping—and retailers responding in turn. The KPMG Australian Retail Outlook 2023 report[3] showed that 25% of retailers intended to increase their number of physical stores that year. KPMG's 2024 report[4] notes that figure jumping to 45%.

Many Australian retailers are now highly attuned to the seismic shifts observed in shoppers' behaviours. They demonstrate a strong desire to connect with customers across both digital and physical channels. Retail media is already serving as that vital connector between brands and shoppers along each intricate path to purchase.

In this eBook, you will learn how retail media networks are transforming the advertising landscape by creating more connected shopping experiences, enhancing brand visibility, and driving new revenue opportunities. You'll discover practical ideas for building, measuring, and optimising retail media campaigns, hear about the implementation challenges retailers face, and understand the critical role of data and collaboration in forming a winning retail media strategy.

The proliferation and sophistication of retail media networks (RMNs) in the ANZ region will continue to grow exponentially. We will see jumps forward in terms of martech options, retailer programmatic and audience sophistication with the continued advances in the application of retailer first-party data. We're already relatively advanced in the in-store environment in this part of the world, so look to see ANZ retailers really pick up off-platform partnerships to catch up with the US and UK in this area.

ALEX LAWSON
Head of Strategy & Marketing Market Media,
The Warehouse Group

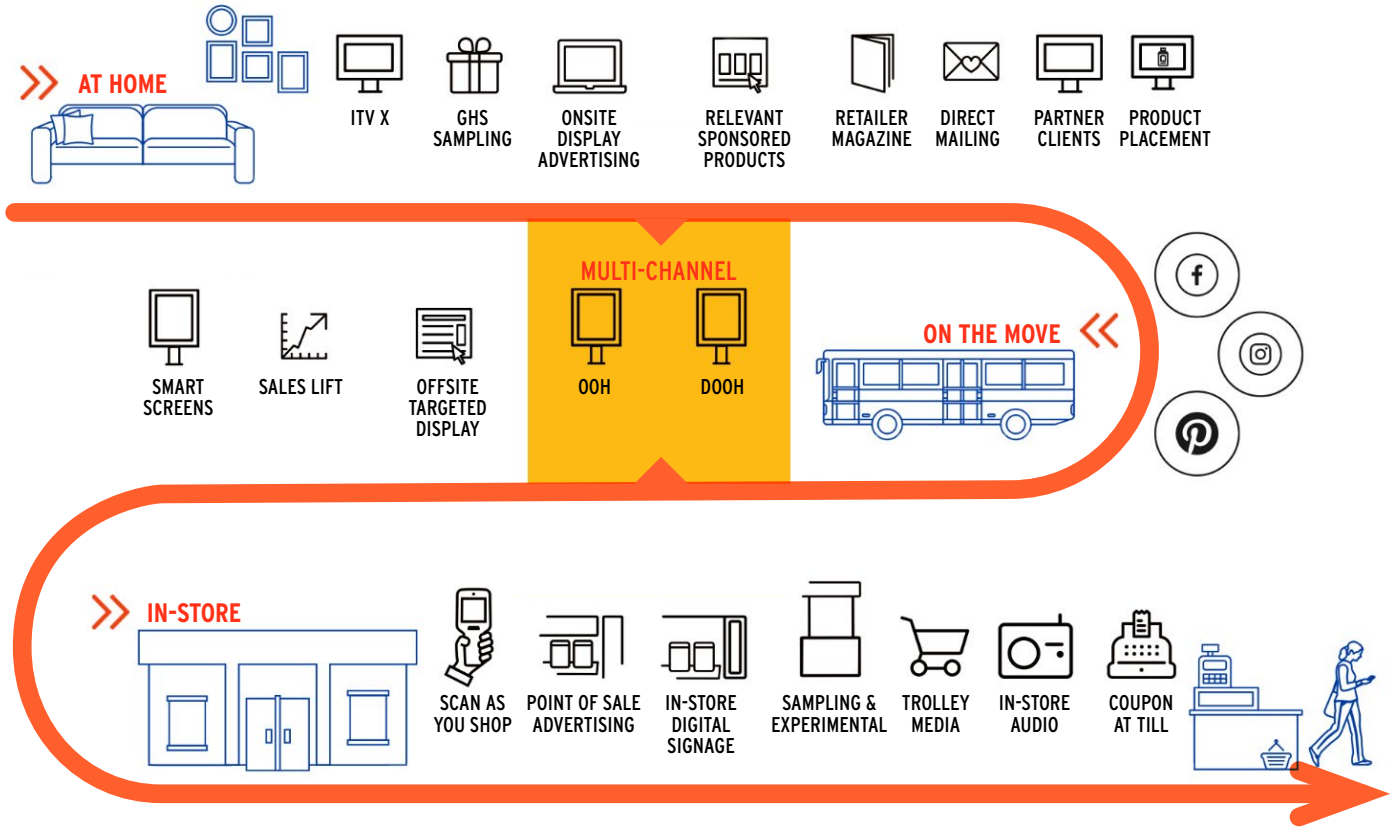
An Introduction to Retail Media Networks

As shoppers connect with brands through a complex web of digital and physical touchpoints, retailers are presented with an emerging opportunity: retail media networks (RMNs).

Take a moment to consider how many touchpoints a shopper interacts with during their purchase journey. Whether browsing through items on a retailer's mobile app or website, seeing product ads across Meta and Google, or hearing in-store audio that grabs their attention while wandering through the aisles, brands are now able to reach shoppers right across their omnichannel buying journey.

As in-store technologies continue to evolve, shoppers are also exposed to more personalised product suggestions through digital mediums such as smart-cart trolley displays, apps used in-store, and self-service checkout facilities, just to name a few. Retailers can enhance and influence buyers' shopping experiences by using RMNs to connect the dots.

An RMN is an entire retail advertising ecosystem. It brings together brands, who pay for advertising campaigns, and retailers, who display them across their physical and digital spaces, or "inventories".



The RMN defines "where" shoppers see ads and offers brands diverse ad placements, from in-store digital displays to ad spaces on the retailer's apps, websites, and off-site channels. Brands access these placements by using the retailer's chosen retail media platform (RMP).

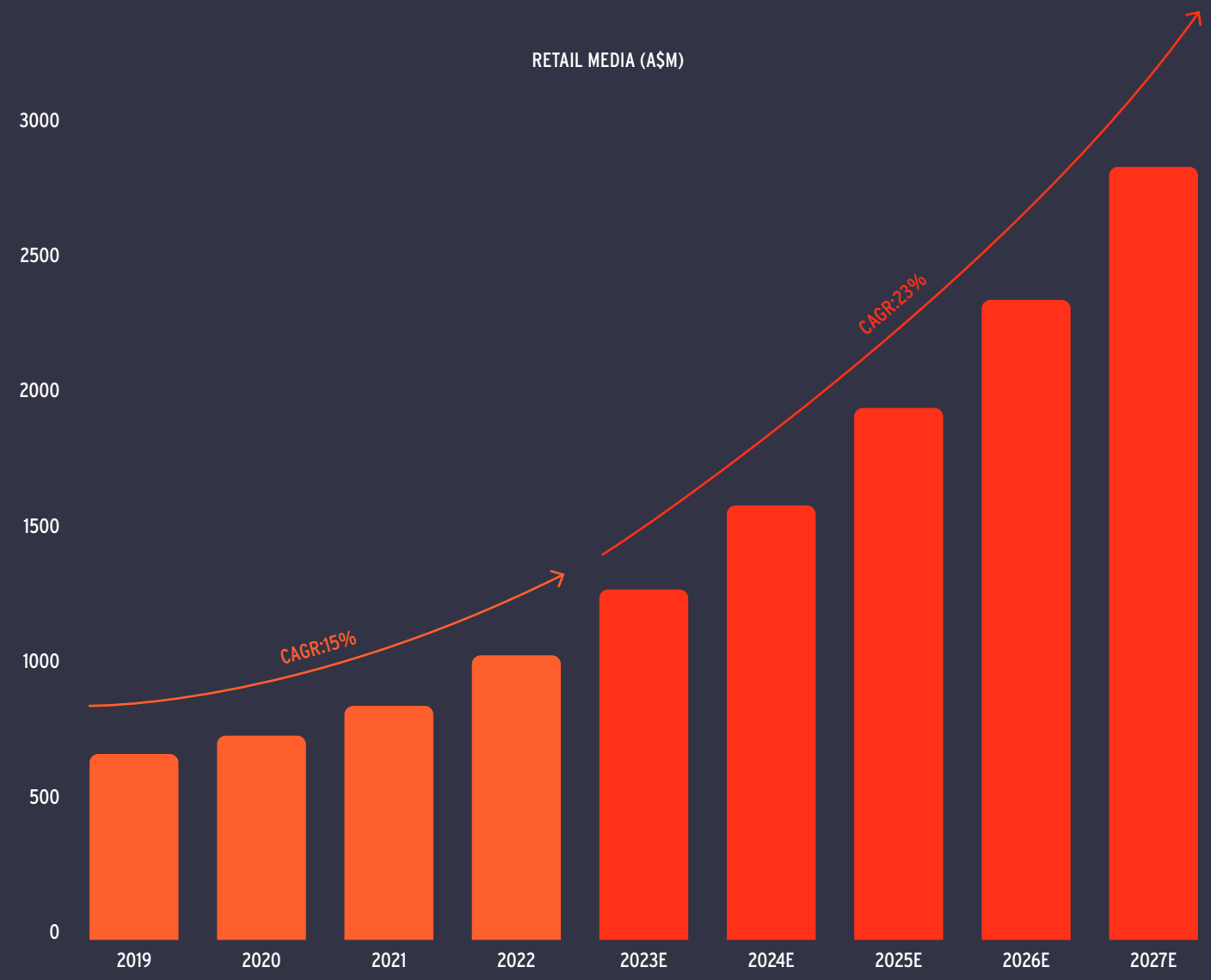
The RMP supplies the necessary advertising technology. It's the vehicle for "how" shoppers see ads, enabling retailers to set up, analyse, and optimise their advertising campaigns to reach the right audience.

Driving Revenue and Profitability

With solid footing at the intersection of modern commerce and advertising, it's easy to see why Morgan Stanley[5] predicts Australian retail media will reach ~A$2.8bn by 2027.

In 2024, Coles Group[6] announced a 20.5% revenue increase from its Coles 360 retail media channel. Woolworths Group[7] also announced 9% growth of its Cartology retail media business and a compound revenue increase of 34% over the previous four years.

AUSTRALIAN RETAIL MEDIA TO REACH ~A$2.8BN BY 2027E



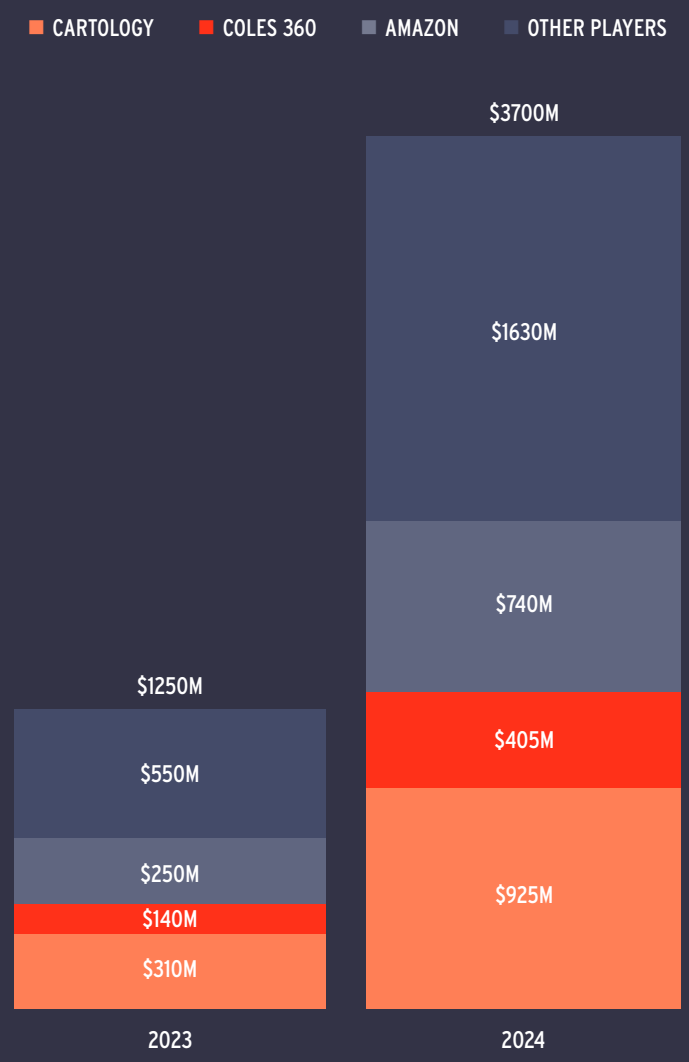
Source: Morgan Stanley.

Even premium retailers like David Jones are embracing the power of retail media strategies. David Jones Amplify, the retailer's dedicated retail media platform, has become a key pillar in its growth strategy. Amplify has expanded the company's storefront and in-store screen network across 41 stores nationally[8], allowing brands to seamlessly integrate digital advertising with physical retail spaces.

Big names in retail have recognised the revenue and profitability impact of retail media. RMN revenue streams also avoid the complexity of factors like manufacturing, shipping, duties, warehousing, and other physical product costs. Retailers now have an immediate chance to expand margins and overall profitability through focused RMN strategies.

AUSTRALIAN RETAIL MARKET SPLIT BY COMPETITOR

2023 actual, 2024 forecast, AUD



Source: Morgan Stanley

The future of retail media appears promising, with continued growth expected. Key trends include increased competition from other owned media networks, such as CommBank Connect, the emergence of audience and network aggregators, and advancements in measurement and targeting capabilities.

ROBBIE HILLS
Director
Hills Advisory & Consulting

The Three-Fold Opportunity

It's not only retailers who benefit from RMNs. Retail media plays an important role in driving outcomes for retailers, brands, and shoppers. How?

01. Retailers generate an entirely new income stream by leveraging their existing owned and managed, on-site, off-site and in-store media channels. This additional revenue can improve overall profit margins—a major drawcard for retailers facing fierce competition and tight margins.

02. Brands drive sales by expanding their footprint through greater reach and visibility. By leveraging RMNs, they can build more connected shopper relationships with engaging, targeted and relevant ad placements. With vast consumer datasets and insights, retailers enable brands to continuously improve the consumer experience. Brands can also gain closed-loop reporting that clarifies advertising results in ways that aren't always available with traditional advertising channels.

03. Shoppers see more of what they like at the point of sale. Personalised and targeted ads remind shoppers that retailers value their time and attention. Through enhanced shopper journeys, browsers are more likely to become repeat buyers.

RMNs hold the power to strengthen relationships between retailers, brands, and shoppers while creating better outcomes for all. Australian retailers now have the chance to maximise their physical and digital real estate value, connect with shoppers in more meaningful ways, and turn shopping locations into hubs of inspiration and discovery.

Retailers can set themselves up for success by being very clear from the outset what the parameters of their RMN will be. This sounds obvious, but retailers and the relationships we hold with suppliers can be complex and require a deep understanding to remain advantageous to all parties. Knowing the areas that you as the RMN can legitimately play in so as to not create internal or external friction is crucial.

ALEX LAWSON
Head of Strategy & Marketing Market Media,
The Warehouse Group

BUILDING A VALUE-LED RETAIL MEDIA ECOSYSTEM

The View from the Top

As digital media channels multiply, retailers and brands have a growing number of ways to reach their audience. RMNs can further expand that reach and drive valuable engagement. However, retailers need a strategic, high-level approach to map out the road to retail media success.

When planning retail media network enablement, retailers should consider several vital aspects that will drive successful adoption and long-term results. These considerations address operational, technical, and cultural shifts, as well as the value of collaboration and change management.

Begin with a Retail Media Mindset

Brands have traditionally pulled different levers within their marketing mix to affect positive outcomes. They constantly adjust the well-known 4 Ps (product, place, price, and promotion) to influence sales results and create a potent recipe of channel-based activities to reach shoppers at certain points in the sales funnel.

Through an RMN, however, retailers can help brands reach their ideal customers in an omnichannel fashion across the entire sales funnel. With a range of touchpoints, from brand awareness to point-of-sale conversion, retail media offers highly effective and measurable ways to attract new shoppers, launch new products, influence buying decisions, and build brand loyalty.

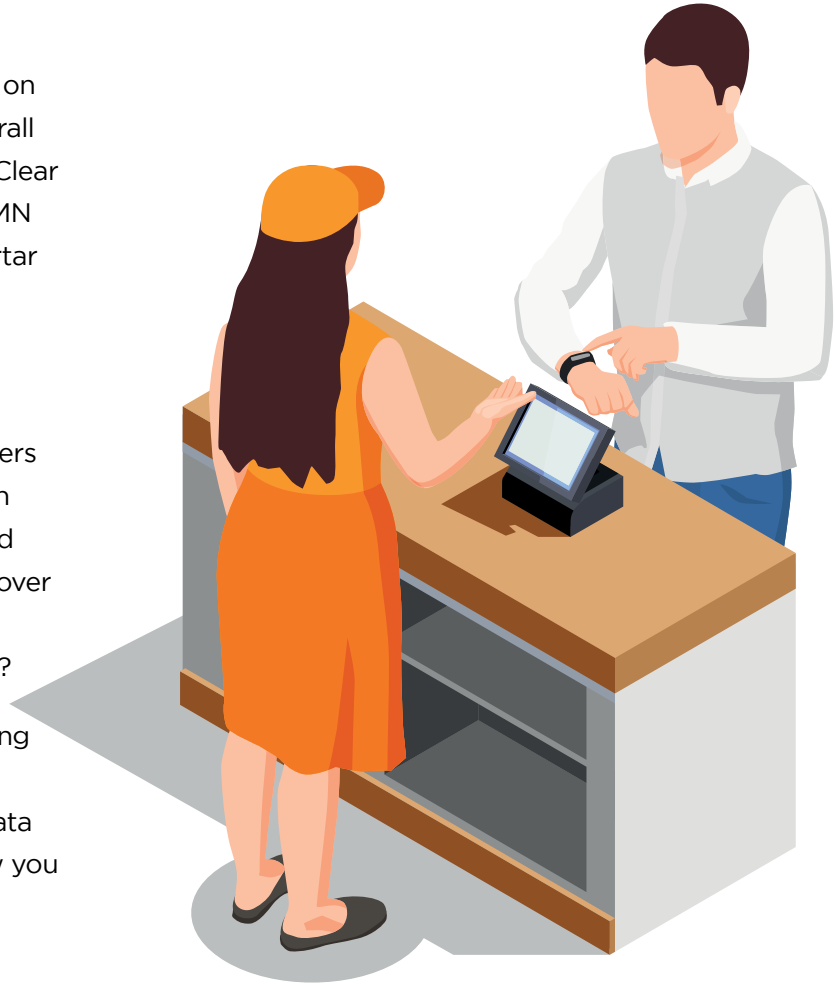
As you explore how retail media can augment your product and marketing efforts, open your mindset to one of using retail media as a marketing amplifier. RMNs deliver a value-driven ecosystem that sits on top of your existing marketing tools—and can help you quickly scale results.

Data and Strategy Go Hand-in-Hand

When building your RMN strategy, start with clearly defined goals. Is your business focused on increasing awareness of specific products, overall revenue, customer loyalty, or something else? Clear goals are the building blocks of an effective RMN strategy. However, quality data acts as the mortar between those foundational bricks.

Retailers need to use data to inform their strategy, confirm assumptions, and prove their approach. Begin with hard data on how shoppers are interacting with retailers and brands. Which touchpoints work in gaining shopper traffic and impressions? Do shoppers prefer one channel over another in different scenarios, such as making gifted purchases versus buying for themselves?

With so many variables in each shoppers' buying journey, it's vital to audit your existing data inventory. Take the time to understand what data is at hand, how much of it is available, and how you can use it to inform your retail media strategy.



Bringing Stakeholders on the Retail Media Journey

Given the relative newness of RMNs, many retailers are still defining which areas of their organisations are responsible for implementing their retail media strategy. Chief Marketing Officers (CMOs), Digital Directors, Ecommerce Managers, Chief Revenue Officers (CROs), Heads of Merchant/Commercial, and Content or Product Marketing Managers are just some of the roles championing RMN adoption right now.

With such a diverse range of roles comes various priorities, perspectives, and stakeholder engagement experience. For this reason, some businesses may struggle to gain proper internal consent to carry out their strategic retail media objectives.

Additionally, an RMN implementation brings a significant mindset shift as retailers expand from physical goods to digital products. To encourage this cultural change, it's crucial to have strong internal advocacy and education that will align decision-makers and contributors with the new direction.

As part of internal communications around RMN activity, consider highlighting proven case studies, such as those from reo - powered by oOh!media and Broadsign. By helping stakeholders visualise and recognise tangible outcomes, you can build that understanding and enthusiasm needed for a successful retail media implementation.

Retail media has revolutionised marketing by enabling retailers to leverage first-party data and connect brands with highly targeted audiences at the point of purchase. However, the path to success isn't without challenges—retailers must navigate complex data integration, balance privacy compliance, and drive change management within their organisations to align teams, adapt processes, and build the capabilities needed to unlock its full potential.

BARRY MCGHEE
General Manager
reo - powered by oOh!media

Breaking Down Silos and Building Collaboration

Due to the range of roles actively involved in RMN activity (within both retailer and brand businesses), cross-departmental collaboration is key. Operational and funding requirements can hinge on collaboration between marketing, ecommerce, shopper, buyer, brand, and media teams.

On-site, in-store, ecommerce, buying and planning, and digital media resources may all have parts to play in presenting the right products to the right shoppers at the right time. However, stakeholders can miss opportunities (and tangible sales results) without strong alignment.

The same is true for retail media engagement. Key stakeholders across a range of business functions need to recognise the value of using retail media as a marketing amplifier and how it ties into the broader business strategy. Teams need to break down internal silos, collaborate, and foster a deeper understanding of RMNs to see the most effective execution.

Collaboration is also critical when it comes to the interconnected brand, retailer, and provider relationships. Brands need to have open conversations with retailers about their objectives and target audiences. Retailers should be transparent about their reach, data inventory, and how they can support a brand's objectives. Additionally, retail media platform providers and technology partners must work closely with retailers to understand campaign objectives and support the ecosystem that retailers are tapping into.

Closing the Loop

Sound measurement and reporting are the backbone of retail media network campaigns, providing the attribution and insights retailers need to showcase results and refine strategies. To meet your reporting needs—both for internal teams and brand partners—focus on identifying the metrics and KPIs that matter most to your campaigns.

With many traditional advertising channels, reporting can lack a direct link to results. For example, commercials, print ads, and even digital mediums like social media advertising don't always provide the necessary details about the specific events that influenced a shopper's purchase decision.

A mature retail media network, on the other hand, can offer full-funnel, closed-loop reporting that satisfies retailer and brand needs. In this scenario, the retail media platform collects and tracks data at each point in the buyer journey, from brand exposure to purchase decisions.

While many in the retail media industry are still working toward ideal reporting standards, the IAB Australia Retail Media Council is helping the industry develop the appropriate measurement, reporting, and best-practice standards.

The association has released its Australian Retail Media Measurement Principles and Guidance[9] documentation with detailed best-practice information. The IAB suggests that retailers should prioritise transparency and consistency when developing RMN measurement frameworks to help stakeholders understand and compare cross-platform metrics.

To increase accuracy and reliability, they should use tried-and-tested processes and technologies that aim to remove biases and minimise errors. Adopting a shopper-centric mindset helps focus on aspects like SKU-level attribution and closed-loop reporting that provide more actionable insights—while protecting consumers' data privacy by adhering to encryption, access, and other security measures required under relevant regulation. Lastly, retailers should follow industry standards and best practices to foster trust, fairness, and credibility, ensuring all stakeholders have confidence in campaign results.

With these best practices in mind, retailers should work towards their own "gold standard" reporting models to help brands optimise marketing spend, know that initiatives are tied directly to outcomes, and boost sales results.

Work with your tech stack or RMN solution providers to identify the ideal metrics and structure—for you and the brands you partner with. Map out the best methods of attribution within your RMN, which can include:

Return on Ad Spend (ROAS): where ad views and clicks are directly associated with a specific SKU or creative.

Incremental ROAS (iROAS): where sales uplift is measured and divided by the total ad spend, using A/B testing of exposed and non-exposed audience groups to confirm results.

Lookback Windows: the measurement of conversions within a defined timeframe after an ad is viewed or clicked.

SKU and Halo Attribution: where SKU variations and the Halo effect account for related attribution to ads clicked for specific SKUs, including clicks for the same brand and category of items under Halo attribution.

Sales Extrapolation: an estimation of how retail media impacts users who aren't directly tracked by examining the behaviours of those who are.

New to Brand / Repeat Shoppers: timeframe-based attribution that separates shoppers who have never purchased (New to Brand) to those who have purchased (Repeat Shoppers) within a given period.

Sales Uplift: using A/B testing of exposed and non-exposed audience groups to determine the sales impact on all customers.

Sales Value: the increase or decrease in total customers, spend per customer, or a combination of both.

These are just some of the attribution methods set out in the IAB's Principles and Guidance[9] documentation. With much to consider, you may want to take an incremental approach. For example, starting with focused sales uplift measurements for one channel before applying it across all activities or adding ROAS into the mix. Whichever approach you decide on, stay focused on closed-loop outcomes within your attribution framework and ensure you can drill down to granular detail when needed.

The Roles of Technology and Data

Retailers know the importance of creating a tech stack that optimises targeting, drives results, and produces valuable data. Reviewing your current tech stack and understanding how data will connect and communicate with your RMN is essential. Such a review includes ecommerce platforms, customer relationship management (CRM), customer data platform (CDP), and analytics tools. As with any addition to your tech stack, the integration should support seamless data transition between all relevant applications.

It's also vital to have the right platforms to capture and use first-party data properly. First-party data is the information shoppers provide to retailers directly. This data is given voluntarily as part of the interaction with a retailer and can include a range of demographics, shopper behaviour, purchase history, and more.

The IAB Australia Retail Media State of the Nation 2024 Report[1] reveals that 52% of respondents cite "access to retailer first-party data" as a key opportunity in partnering with retailers, second only to the ability to "reach shoppers at the point of purchase", at 56%.

KEY OPPORTUNITIES OF PARTNERING WITH RETAILERS AMONGST RETAIL MEDIA ADVERTISERS

Source: IAB.

Why is access to first-party data so significant for brands? As they say, information is power—and the data coming directly from shoppers is indeed powerful. Consider how much better ad relevance, targeting, and personalisation can become when using information directly from shoppers rather than relying on third-party sources.

The additional challenge of relying on information obtained from third-party sources is that privacy can be a sea of tumultuous waters for retailers and brands to navigate. Google's on-again-off-again relationship with phasing out third-party cookies, Apple's privacy features first introduced in iOS 14, and the Australian Government's Privacy Act reforms are just a few of the technological and regulatory developments to traverse.

Retailers who identify the right tech stack and teams to keep up with a rapidly changing landscape will be the ones ready to act at the pace of industry transformation.

To Insource or Outsource—that Is the Question

Just as construction requires a solid foundation and experienced builders, a successful retail media network needs a proven technology framework to capture and analyse first-party data—along with the talented people to engage in ongoing training and specialisation.

Insourcing versus outsourcing is a key consideration for retailers. Many retailers are building retail media strategies from the ground up, though insourcing can require significant investments in talent and technology. While retailers can tailor their approach this way, it can also mean costly in-house development and rethinking of roles within the business.

Staff resourcing is often a notable challenge for retailers implementing and scaling RMN solutions. Given retail media is a relatively new industry, finding the right talent in a limited market like Australia takes time and patience. Retailers may require additional resources across various lines of business. For example, think about the roles needed to manage the technological and operational aspects of an RMN.

Do existing marketing resources have the appropriate capacity and capabilities, or do new roles specialising in retail media planning, strategy, and experiences need to be created? Also, consider how sales representatives can upskill to pitch as a media supplier to brands, understand brands' needs, and develop direct partnerships.

On the other hand, outsourcing provides access to an existing ecosystem of brand partnerships, technology infrastructure, and expertise. The right RMN solution partner can do the heavy lifting to help establish and operate an end-to-end retail media business for retailers—from strategy and technology to building effective human resourcing. This method offers faster time-to-market, reduced risk, and greater scalability, allowing retailers to focus on their core business while leveraging their solution provider's specialised knowledge.

Whichever approach you take, the key to long-term success is having the tech and talent to seamlessly transform from your business and stakeholder mindsets from being a media buyer to a media seller.

> One of the many challenges that face you when setting up a retail media network at an established retail group is mental. RMNs operate like a media business, which is pretty much the opposite mental state of a retailer. All the relationships are reversed and tactics to attract advertisers are often at odds with the mentality of established retail practices where they're the ones being sold to by the supplier. It takes time and people who understand both worlds to help navigate an RMN strategy properly.
>
> ALEX LAWSON
> *Head of Strategy & Marketing Market Media,*
> The Warehouse Group

A Systematic Perspective on Change Management

An RMN implementation is a transformational change for retailers that requires mindset, strategy, structure, and process shifts. As with any significant transformation, it's essential to plan correctly and take a systematic approach, which involves many of the enablement actions covered so far in this white paper.

Four critical steps to your change management process include:

01. Goals - start with setting the right mindset and strategic goals for the RMN. Clarify and communicate how it helps your company achieve its top-level goals to foster stakeholder support and alignment.

02. Performance - assess how success will be measured, your current performance baseline, and which metrics must change to demonstrate the value of the RMN implementation.

03. Stakeholders - define who will oversee the implementation, who needs to sign off at each milestone, and who should be involved throughout the process.

04. Scope - create clear guidelines for what is included in the implementation and what falls outside the scope or should be revisited in a future phase.

RACI MATRIX EXAMPLE

PROJECT ACTIVITY/DELIVERABLE	PROJECT MANAGER	CONSULTANT	ARCHITECT	CONTRACTOR	CLIENT
DEFINE FUNCTIONAL AND AESTHETIC NEEDS	I	I	C	I	R
ASSESS RISK	A	R	I	C	I
DEFINE PERFORMANCE REQUIREMENTS	A	R	I	I	I
CREATE DESIGN	A	C	R	I	C
EXECUTE CONSTRUCTION	A	C	C	R	I
APPROVE CONSTRUCTION WORK	I	I	C	C	R

RESPONSIBLE: The individuals with resposibility for the task or deliverable is typically resposible for developing and completing the project deliverables themselves.
ACCOUNTABLE: The accountable party ensures accoutability to protect deadlines and ultimately, accountability to project completion.
CONSULTED: Consulted individuals' opinions need to be considered at every step of the process, their input helps guide the course of the project itself.
INFORMED: Informed persons are those that need to stay in the loop of communication throughout the project.

Source: PROJECT-MANAGEMENT.COM

It's also imperative to engage the right stakeholders in the most effective ways. Consider a project management framework, such as the RACI Matrix[10], to gain coverage across the necessary lines of business. For example, the Chief Marketing Officer (CMO) may ultimately be responsible for deciding which RMN provider to partner with.

The Head of Marketing may be accountable for gathering the proper information to make that decision and ensuring it meets business needs. Additional C-Suite, technology, and store operations roles might be consulted before making the final decision. Finally, the Chief Financial Officer (CFO) may be informed and involved by the responsible party—before and after the decision-making process—to ensure financial sign-off.

NAVIGATING THE ROAD AHEAD

Show Me the Money

RMNs bring a unique opportunity for retailers to add another revenue stream without selling additional products. However, retailers need a strong pipeline of brands willing to pay for ad space and make their RMN strategy profitable. While less well-known retailers can sometimes struggle to gain the interest of brands, focusing on your audience and first-party data value can create a compelling proposition. Provide transparency to potential ad buyers around metrics like customer demographics, interests, purchasing histories, shopper behaviours, and more. This intimate knowledge of retail customers is the gold that brands are waiting for and ready to buy into.

How Monetisation Is Happening

Unlike other advertising channels, RMNs intersect on-site, off-site, and in-store channels to reach audiences, drive sales, and monetise retailers' physical and digital inventory.

The real power of RMN monetisation draws from an omnichannel approach, where the various channels and touchpoints that engage audiences can amplify campaign results. Retailers can then monetise inventories that may include:

Online advertising - retailers sell advertising space on their digital channels, such as their website or mobile app.

Sponsored content - where brands pay the retailer for the production or distribution of content such as blog articles, social posts, and video content.

Promoted content - where brands pay to have their products placed above those of organic search results and category page listings on retailers' sites.

Personalised product recommendations - where retailers leverage their first-party customer data to show shoppers product suggestions, such as "you might also like", incorporating products that a brand wants to promote.

Email offers - retailers can leverage their customer database and include a brand's paid features, offers, or promotions within their own email campaigns.

Out-of-home (OOH) advertising - brands pay to advertise their products in physical or digital spaces in a retailer's stores and network spaces.

In-store audio - where brands pay to have their advertisements played over a retailer's store sound systems.

Smart-carts - a relatively newer concept that allows brands to advertise on a digital display embedded into a store's shopping trolleys.

Self-service checkouts - brands pay to have their content displayed at the literal point of sale.

Data and insights - retailers offer valuable information to brands, at a fee, such as product performance, shopping behaviours, sales trends, and customer preferences to brands, suppliers, and manufacturers.

These are just some of the ways that retailers can monetise their online and in-store inventory, while helping brands capture shoppers' attention and influence purchase decisions. The range of placements available to brands will undoubtedly continue growing as the RMN industry expands.

Retailers should also note that when dealing with data, they must remain compliant with data privacy laws and ensure they have obtained the applicable customer consent before monetising data.

oOh!media, Australia's #1 Out of Home company, brings retailers streamlined access to its OOH environments through its retail media division, reo. Through reo, retailers can access an extensive network of over 35,000 asset locations across various channels, including in-store screens, websites, apps, and external platforms like Meta and Google. This approach enables retailers and brands to target large-scale audiences when they are in the shopping mindset, near their stores, and within shopping centres to enhance sales uplift for brand partners and generate incremental revenue.

It certainly seems like Retail Media is this decade's marketing gold rush but knowing that you're ready to take advantage is just as crucial as getting a platform or offering to market. Questions like "do we have our data in a suitable state to support any activities to their best?" or "Do we have full understanding and alignment internally of the opportunity and what we'll need to do?" or "what is our credibility in delivering quality audiences to suppliers for marketing?" should be answered before you start thinking about installing an instore screen network or signing up to a third party platform, to monetise your website.

ROBBIE HILLS
Director
Hills Advisory & Consulting

Taking a Programmatic Approach

Brands also have the option of a programmatic approach to placing retail media ads across a retailer's physical and digital inventory. RMNs with Supply-Side Platform (SSP) or Demand-Side Platform (DSP) partnerships enable retailers to sell inventory, and allow brands to buy inventory, in an automated way.

Retailers and brands can specify targeting around specific days, times, audiences, and more. This highly-defined targeting can help brands connect with audiences at more precise moments and locations. It also gives them more flexibility to respond to specific events.

With the "self-service" design of programmatic retail media, retailers and brands may find themselves taking on a more significant role in ensuring performance. However, collaboration again is key. Retailers can offer brands their insights about shopper behaviours, movements, and preferences to enhance programmatic targeting and further reduce ad spend wastage for brands.

Selecting the Right Partnerships

The right retail media partnerships are crucial in helping brands reach the right shoppers in the right places at the right time. When brands connect with the most suitable retailers, ad spend brings enhanced results and supports business objectives. Shoppers see more relevant, engaging content. Retailers gain more valuable data and enhance their revenue and profitability potential. In short, everyone wins.

For retailers "going it alone", look at how technology partners will integrate into your tech stack for new channels or capabilities you are looking to build. Are there opportunities to simplify that tech stack, increase data quality, and boost operational efficiency? Additionally, pay close attention to human resourcing to support tech implementations, ongoing support, and scaling your RMN, including resources to sell media space to brand partners. With the need to balance existing business priorities and RMN activity—plus managing multiple vendors and contracts—adequate resourcing is vital to success.

Additionally, look at how you can support brand partners in proving the value of RMNs. Omnichannel return on ad spend (ROAS) and conversion metrics for sales across on-site, off-site, and in-store channels can provide solid proof of investment. Your adaptability to brands' changing needs is another key consideration, for example, how you can support brands wanting to move from a fully managed model to a programmatic or self-service model.

While retailers must align with brands' needs and expectations to drive optimal outcomes, RMN providers need to support retailers with the strategy, data, reporting, and results to ensure a win-win-win situation.

It all boils down to partnerships that go far beyond transactional relationships. The right partnerships are collaborative efforts to reach closely aligned goals and outcomes. As arguably the most critical aspect of RMNs, the partnerships you choose can make the difference between a challenging implementation and a robust network of relationships that builds your capabilities and unlocks ongoing revenue and improved profitability.

The Edge of Tomorrow

The next big wave of digital advertising is already here. RMNs bring a rich ecosystem of ways to connect shoppers, brands, and retailers—along with incredible revenue and profitability opportunities.

What will RMNs look like in the years ahead? Technologies that are still evolving may hold answers to this question. Digital kiosks, augmented reality (AR) applications, smart carts, AI developments, and more may deliver extended ways for shoppers to interact with brands and for retailers to capture shopper data, feeding back into the RMN ecosystem.

Retailers can gain a significant competitive advantage by getting ahead of the increasing adoption and development of RMNs. Early adopters are already building budgets, resources, and brand partnerships that offer high-performing, data-driven advertising opportunities. They're also rapidly monetising digital and physical assets, creating new revenue streams and enhancing profitability.

Additionally, the promise of leveraging first-party data to deliver hyper-targeted campaigns cannot be understated. With consumer privacy laws tightening and third-party data on the decline, an RMN not only enables retailers to attract advertisers and deliver stronger results for brands but also equips them with more accurate and reliable consumer insights.

The time to act is now. Establishing your RMN today will empower you to build internal expertise, optimise technology partnerships, and develop the collaborative relationships needed to thrive in this new wave of advertising. By doing so, you'll unlock the full potential of your retail ecosystem and ensure your business is well-positioned to adapt, grow, and keep unlocking new revenue in the years to come.

The retail media market in Australia is rapidly expanding, making now the ideal time for retailers to consider a retail media strategy. To ensure success, retailers should assess the potential revenue, define their goals and objectives, identify suitable brand and sales partners, and establish comprehensive measurement systems.

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