



RETAIL MEDIA SUMMIT



Retail Media Summit 2022

From **June 28th-30th** the **Path to Purchase Institute** held their annual Retail Media Summit in Chicago. This highly anticipated event is designed to help CPG brands and retailers navigate this complicated, rapidly shifting arena of digital commerce. Thought leaders across Publicis Commerce spoke and attended the event and captured some key learnings and trends that you can find in the report below!

Table of Contents

- 01** **Connected Commerce with the Omnichannel Shopper**
by April Carlisle, Executive VP of Commerce, **Spark Foundry**
- 02** **The Future of Retail Media Networks**
by Jason Goldberg, Chief Commerce Strategy Officer, **Publicis Groupe**
- 03** **The Evolution of Retail Media Networks**
by Lindsey Zeltwanger, Senior Commerce Experience Strategist, **Arc**

Connected Commerce with the Omnichannel Shopper



April Carlisle
Executive VP of Commerce
Spark Foundry

In the ever-changing world of Omnichannel planning, Campbell's is finding new ways to utilize retail platforms, shoppable media, and innovative models of integrating shopper marketing, retail media, and ecommerce. The challenges have never been greater to invest in the right platforms, manage multiple budget sources to drive commerce share and profitability, and always keep the consumer at the center of decision making. Campbell's faces similar challenges as other CPG's with a retailer led business model vs. DTC and the complexity is compounded by their organizational structure of 2 separate divisions in different locations and building cohesive JBP plans with retail partners. Campbell's is building new "Connected Commerce" ways of working with their agency partners to tackle these challenges and drive profitable growth.

KEY TAKEAWAYS

Capitalize on the Planning Process: As marketers continue to innovate their planning processes, it's important for them to establish benchmarks against specific Retail Media Networks. By doing so, both parties are clear on how the campaign is being measured and should be optimized.

Approach to Growth Matters: The way brands show up to shoppers and how they evaluate success can have an impact on overall growth. There will be times when a brand should relinquish guaranteed performance of a campaign to experiment with new media approaches and targeting strategies.

Transparency Matters: It's imperative that RMNs become more transparent with data sharing with their suppliers and drive a stronger sense of collaboration. RMNs are still relatively new and determining the best ways to service their partners. By working closely and openly, RMNs can build lasting trust with suppliers that can best position themselves for increased future investment.

The Future of Retail Media Networks



Jason “Retailgeek” Goldberg
Chief Commerce Strategy Officer
Publicis Groupe

Retail Media Networks (RMNs) are becoming the future of where media is activated with seemingly every retailer launching one. The current state of retail media networks spans across different types of retailers, but looking to the future, there are few channels and capabilities that all retailers will start to adopt as they evolve. Understanding this evolution will help suppliers know how to best leverage retail media networks.

KEY TAKEAWAYS

Improved Customer Experience: How shoppers see ads is becoming increasingly important for the overall customer experience. Beyond the expected, shoppers are now looking for more experimental and experiential interactions with brands. As such, where and how they are interacting with the media is impactful to their decision-making. Not only is retail media influencing what shoppers buy, but also how they buy, whether in store, delivery or curbside pickup.

Be More than a Tax: Now more than ever it is important for RMNs to evolve offerings so it's not just something suppliers must do to please retailers, but also a place suppliers want to continue to increase their investments. In the next phase of RMNs, we should expect to see additional channels added to existing offerings that allow shoppers to experience brands in innovative ways.

Leverage Current and Emerging Channels: RMNs currently offer many opportunities for suppliers to deliver ads across multiple channels. However, it is important for suppliers to understand when to leverage each channel and be cognizant of emerging opportunities. As RMNs grow these capabilities, suppliers should set parameters for when to test them and determine the best measurement approaches to prove actual impact.

The Evolution of Retail Media Networks



Lindsey Zeltwanger

Senior Commerce Experience Strategist

Arc

Retail Media Networks (RMNs) are the fastest growing trend in the industry, with seemingly every retailer across all categories launching one. Looking to the future, there are a few key channels and capabilities that all retailers will begin to adopt as they evolve. Understanding this evolution will help suppliers know how to best leverage RMNs.

KEY TAKEAWAYS

Data Transparency & Reporting: RMNs are relatively new and are still determining the best ways to serve their partners. Building a strong sense of collaboration is imperative. In order to do this, RMNs need to be more transparent with their suppliers when it comes to data sharing and reporting. By working closely and openly, RMNs can build lasting trust and secure long-term relationships that lead to increased future investment. The components that differentiate a partner when it comes to reporting include:

- The ability to provide closed-loop sales attribution
- The ability to unlock basket analysis and new buyers
- Access to self-serve data that allows partners to skip the **8-10 week** wait for results in order to fully measure the impact of investment

Future of Omnichannel Strategy: When retailers and suppliers understand the impact of their multi-channel marketing, they can better leverage a channel mix that will have the greatest impact on their KPIs. The opportunity for RMNs lies in their ability to leverage their 1st party data in offsite environments and loyalty programs while tapping into emerging channels. For example, Digital Out of Home (DOOH) is a channel we will continue to grow and integrate as a key component of our omnichannel strategy. As a result of RMNs making it easier to access inventory, programmatic buying allows real-time purchase of DOOH, and other offsite tactics, with effective data that can be optimized in real-time to better capture the shopper's attention.

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The Evolution of Retail Media Networks



KEY TAKEAWAYS – CONTINUED

Internal Strategy for Retail Media Networks: Within RMNs, there are benefits to creating tension points with internal teams to drive innovation and keep up with the competition. The future is moving away from static retail playbooks and instead moving towards an environment where RMNs must continually evolve and diversify their offerings. For evolution to happen, it's essential to look at what customers say about retailers. One way for RMNs to differentiate themselves is by understanding they are just one facet of the transaction. They must actively listen to their customers and work to better understand their brand partners' needs as the industry strives for more omnichannel solutions to drive growth.

Improved Customer Experience: It's critical for RMNs to look at potential opportunities through the lens of the customer experience. RMNs are responsible for delivering their shoppers the best experiences, whether through their own network or a tech partner that can drive sales. The key to success is knowing your shopper, providing a unified experience across channels, and finding a partner that gives you control, transparency, and measurement over data. Additionally, shoppers seek to have more experiential engagements with brands as the idea of "Retailtainment" grows in popularity.



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