

# 3 Takeaways from Criteo's Retail Media Investor Meeting

By Russ Dieringer // November 18, 2024 // Briefings, Research

**TL;DR:** Criteo is well-positioned for a diversified retail media future, but it's less clear Amazon, Walmart and other retail media giants will give up much ground.

*3 minute read*

We tuned in to Criteo's retail media investor meeting this morning to see how an ad tech platform representing hundreds of retailers characterizes the state of retail media today and how it might unfold in the future.

The two-hour meeting validated key themes from our research, including:

- Amazon is dominating the retail media landscape
- Many retailers are struggling to attract meaningful ad spend
- Brand advertiser adoption of offsite display is in the early innings

Read on for our extended thoughts following the meeting and implications for consumer brands.

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