
3Q24 Retail Media Quarterly Business Review

By Claire McBride // September 30, 2024 // Benchmarks, Briefings, Forecasts, Research

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Stratably benchmarking suggests increasing marketing spend is the #1 company-wide growth driver in 2H, with retail media an increasingly important part of the overall marketing strategy. A net 70% of brands are expanding their retail media budgets as a percentage of total media budgets in 2024.

Retailers and brands alike are excited, with the industry moving at a breakneck pace and retail media networks (RMNs) constantly announcing new ad units, partnerships, data sets for reporting and targeting, and more.

This quarterly business review is designed to keep you up to speed on all that's happening in the retail media market with a particular focus on the most relevant elements for your business – because a lot is happening, and a lot of it matters, but most of it doesn't.

It's driven by Stratably's proprietary Retail Media Allocation Framework, proprietary benchmarking,

and one-of-a-kind qualitative research with leading brands, agencies, and retail media solution providers.

In the report you'll find something for everyone in the organization, including a strategic framework for allocating spend, real-time insights and updates on specific RMNs, and benchmarking on the internal capabilities needed for retail media success.

Inside the Report:

- **Current State of Retail Media and Market Forecasts**
 - Retail Media Growth vs. Broader Digital Ads Market
 - 2024-2025 Growth Outlook
- **Key Insights and Updates on the Largest Retail Media Networks**
 - Amazon Ads
 - Walmart Connect
 - Target Roundel
- **Consumer Brand Retail Media Capabilities**
 - Agility with Retail Media Budgets
 - Current and Future State of Retail Media Measurement
 - Competitive Edge Metrics Going Beyond ROAS
- **16 Additional Resources on Retail Media**

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