

Benchmarking Data on Brands' Retail Media Investments

By Claire McBride // February 26, 2024 // Benchmarks, Research

February 26, 2024

4 minute read

Digital leaders know retail media is an important investment to:

1. Stay competitive on the digital shelf
2. Support the relationship with your key retail customers
3. Connect with the consumer at critical points in their shopping journey

But what's the right level of investment? And where are brands putting their dollars?

These details are less clear, particularly due to the relative newness of retail media and how quickly RMNs' activations, capabilities, and reporting are evolving.

We turned to Stratably's brand community for benchmarking data to help you assess your own investment levels and allocations into retail media.

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