

# Early Feedback from Brands on Walmart's In-Store Retail Media Offerings

By Claire McBride // June 3, 2024 // Briefings, Research

June 2, 2024

*2 minute read*

Brands have moved on from the retail media FOMO mentality of past years when a new retail media network (RMN) seemed to pop up weekly and brands felt a frantic pressure to invest in them all.

They've come to terms with a few key facts:

- We'll never have unlimited funds
- New retail media networks will continue to pop up
- Not all of these networks will be the best place for our next investment dollar anyways

Acknowledging these realities has led brands to more confidently [focus on a small number of sizeable RMNs](#) like Amazon Ads, Walmart Connect, and Target Roundel (among a handful of others).

**But what about the latest form of FOMO taking place with in-store retail media?**

THIS IS A GATED ARTICLE JUST FOR MEMBERS

## Join the **Stratably** community

Access independent research on the omnichannel market

## Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)