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

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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?

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