

Counterintuitive Lessons on Retail Media Incrementality

By Russ Dieringer // December 22, 2022 //

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Is retail media incremental?
What influences that incrementality?
Join Russ Dieringer and guest presenter Skye Frontier for a session that dives into three counter-intuitive findings on retail media, including:
 Incremental sales can be higher than what we ad attributed sales measurements typically include Branded keywords can be incremental, but under specific circumstances Non-retail media significantly influences retail media performance
This session is designed for intermediate to advanced eCommerce practioners with experience or retail media.
All Signal, No Noise Format
20 minutes of prepared remarks20 minutes of Q&A
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