

# 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:

1. Incremental sales can be higher than what we ad attributed sales measurements typically include
2. Branded keywords can be incremental, but under specific circumstances
3. Non-retail media significantly influences retail media performance

This session is designed for intermediate to advanced eCommerce practitioners with experience on retail media.

All Signal, No Noise Format

- 20 minutes of prepared remarks
- 20 minutes of Q&A

[Recap & Replay Here](#)

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