

Building Smarter 2026 Retail Media Plans for Kroger, Target, and Instacart

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Retail media has become central to growth planning, and brands are now spending significant sums across Kroger, Target, and Instacart. Each requires its own playbook as retailer strategies, ad products, and objectives continue to evolve.

Why it matters: Brands that align media strategies with each retailer's priorities will capture stronger returns in 2026 while avoiding wasted spend.

This session, hosted with Elizabeth Marsten, VP Commerce Media, Innovation and Growth at Tinuiti, will provide a clear-eyed view of how to approach Kroger, Target, and Instacart in your 2026 plans. We will examine what has changed over the last year, where the most promising opportunities exist, and what challenges remain.

Discussion topics include:

- **Kroger:** What its retail media transition means for execution today and how to adapt to new ad types.
- **Target:** How sales and traffic headwinds are reshaping Roundel and vendor income expectations—and how to plan spend accordingly.
- **Instacart:** Where new ad formats, clean room capabilities, and full-funnel opportunities fit into 2026 strategies.

The outcome: You'll leave with retailer-specific guidance to maximize returns and ensure 2026 media plans reflect the realities of Kroger, Target, and Instacart.

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