

# How Brands “Do” Retail Media in 2025

By Claire McBride // January 3, 2025 //

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Retail media is rapidly transforming how consumer brands engage with consumers and retailers, with **nearly half of brands reporting retail media is a top priority within its overall marketing strategy**.

But navigating the opportunity isn't straightforward.

Retail media blurs the lines between retail and media, creating unique organizational challenges. From structuring teams and allocating budgets to managing external partnerships and measuring performance, many critical questions remain unanswered.

In this webinar, we'll share insights from our second annual *How Brands “Do” Retail Media* study, conducted in partnership with the Digital Shelf Institute. We'll explore the evolving landscape of retail media within consumer brand organizations by combining quantitative analysis from 92 manufacturers and qualitative insights from dozens of in-depth interviews and share groups.

We'll answer the most pressing questions facing brands today, such as:

- Who should lead and be involved in retail media?
- How should we fund different retail media ad types?
- How should we structure the organization to support retail media?
- What metrics should we be using to measure retail media performance?
- To what extent should we be working with our retail partners on retail media?

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## Our expert speakers:

- **Lauren Livak Gilbert**, Executive Director, Digital Shelf Institute
- **Russ Dieringer**, CEO and Founder, Stratably
- **Claire McBride**, VP of Research and Education, Stratably

This webinar is tailored for retail leaders inside consumer brands tasked with strategizing, organizing, and executing retail media initiatives.

**Register today** to gain clarity and confidence on your retail media decisions with data-driven insights and actionable takeaways.

### All Signal, No Noise Format

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

[See The Recap + Replay Here](#)

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